

# Continuing Education January 19th 2012

## From Friends to Referrals \$30

9:00 am - 12:00 noon

A basic understanding of Facebook is recommended.

[This is not an intro to Facebook class.](#)

This class focuses on teaching you to effectively use Facebook and turn your Facebook friends into real estate Referrals. This class is designed for the agent who is on Facebook but would like to increase their exposure. You'll learn marketing techniques to help you get referrals.

**When you leave the class you will...**

- Know how to use each platform on Facebook.
- Learn about the Facebook Phenomenon, and how to use it to build relationships.
- Have a 6 step marketing plan that will generate leads on Facebook
- Know the 5 biggest mistakes real estate agents make on Facebook
- And the secret to getting you name out to thousands each day

## Facebook Tips and Tricks \$30

12:30 to 3:30

**Seating limited to 20 students!**

This is a hands-on class to teach you how to put into action the tools that were discussed in the Friends to Referrals class. This class will help you set-up the following on your Facebook Profile and Page.

- The five most important personal profile settings.
- How to set up the most valuable tool on Facebook.
- How to make a back-up of all communication with clients on Facebook.
- How to create a business page or optimize the one you have.
- The best applications to add to your page.

**Both CE Classes are at E S Brooks School of Real Estate #085287**

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About the Instructor :Tandi Smith is a leading Social Media Strategist who has been presenting on the topics of Facebook and social media since 2008. She has presented to more than 300 groups across the country – with audiences as small as four and as large as four hundred. Tandi is a dynamic speaker whose passion for social media is evident in her ability to educate the novice and enlighten the experienced with new techniques or strategies that can be implemented immediately. Her expertise in social media reaches beyond speaking engagements. She also teaches continuing education classes and provides one-on-one coaching through her social media company nLoop Media. For more information or to schedule Tandi to share her social media expertise with your business or organization please call 205-837-1020. <http://www.facebook.com/nloopmedia>