



# **Social Media for Real Estate: Setting Up Your Facebook Account**

**Robin Taylor Roth Enterprises  
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## Getting Started with Facebook

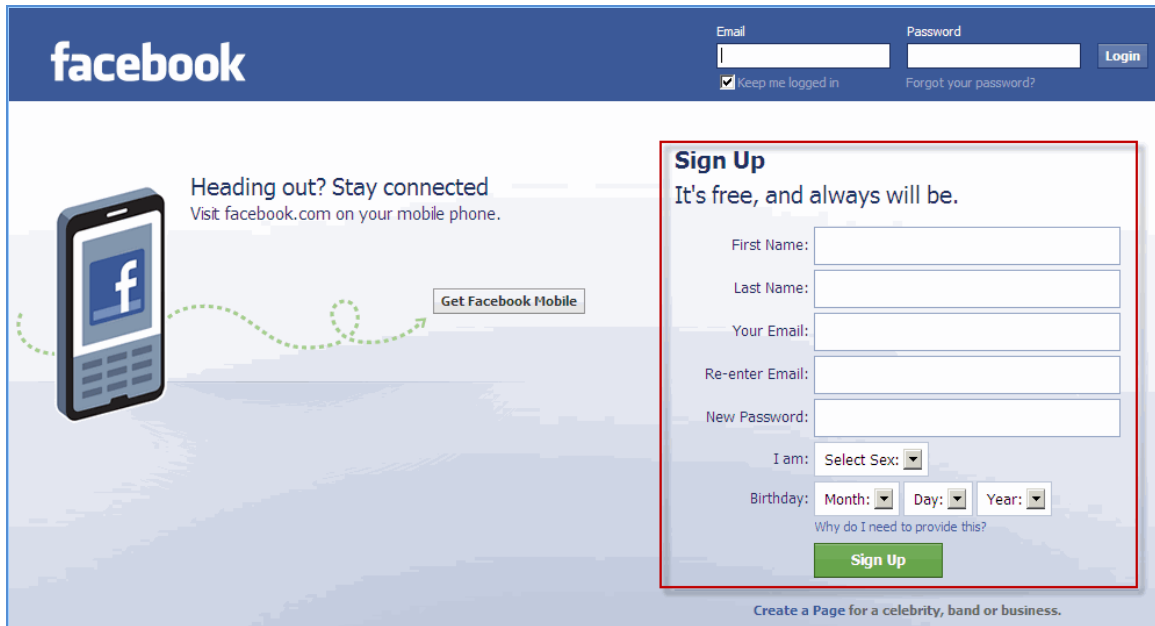
### What is Facebook?

- Membership-based Internet application
- Enables easy communication & sharing with friends & family who may be all over the world
- Facilitates sharing what you're doing, photos, videos, & links to interesting web pages
- Permits commenting on what others share
- Includes private messaging function
- Keeps track of birthdays for you; you can send greetings & virtual gifts
- Groups help you find others with common interests
- Applications provide fun activities

### Setting Up Your Facebook Account

**Step 1** In your browser, go to [www.facebook.com](http://www.facebook.com).

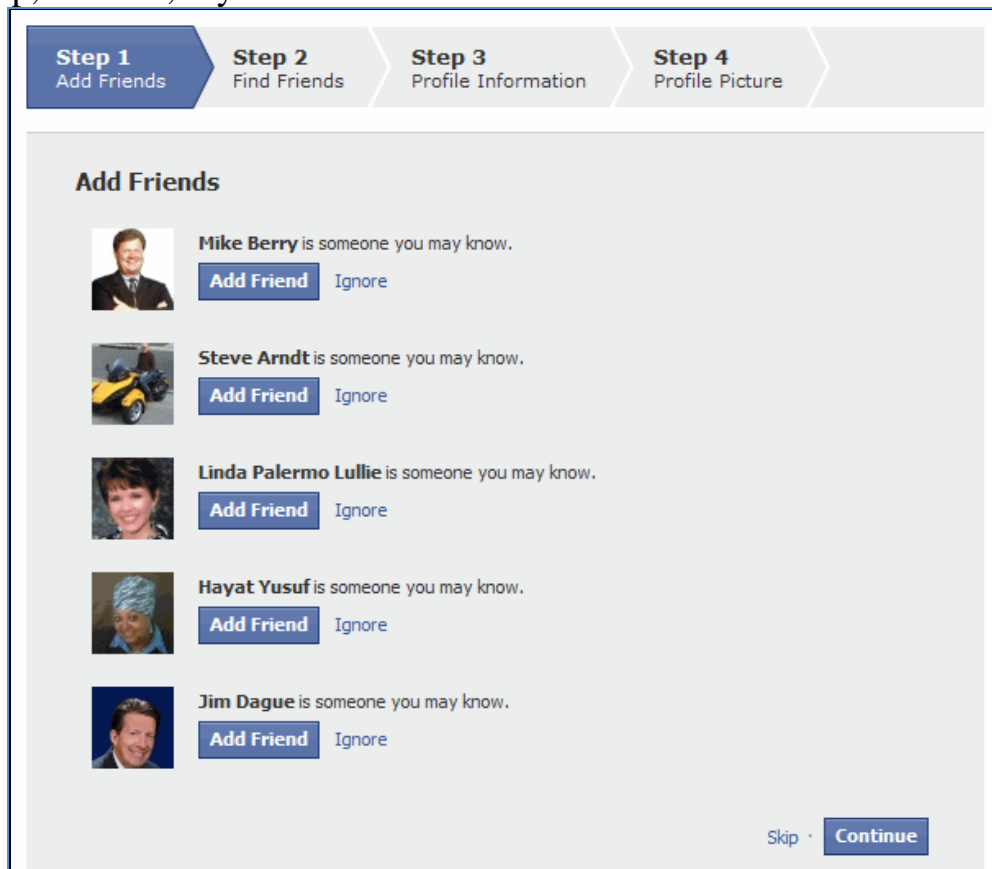
**Step 2** Complete the information in the Sign Up box, & click the “Sign Up” button.



**Step 3** Type the “hidden” words in the Captcha window. If you cannot make out the words, try different words, or ask for audio. (Many membership sites use a Captcha widget, to ensure that the user is human.)



**Step 4** Facebook will walk you through the steps for setting up your account and beginning to connect with friends. Facebook may even suggest some friends to you, right away! Click the “Add Friend” or “Ignore” button beside each name, then click the “Continue” button. Or, you can just skip this step, for now, if you wish.



**Step 5** Allow Facebook to search your e-mail Address Book, to find some friends and family members that are already on Facebook. Or, again, you can just skip this step, for now.

**Step 1** Add Friends

**Step 2** Find Friends

**Step 3** Profile Information

**Step 4** Profile Picture

**Are your friends already on Facebook?**  
 Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook.

Your Email:

[Find Friends](#)

Facebook will not store your password. [Learn More.](#)

[Back](#) [Skip this step](#)

**Step 6** Start completing your Facebook profile. Including this basic information is important, so that people can determine if they know you. After you type in this information, click the “Save & Continue” button.

**Step 1** Add Friends

**Step 2** Find Friends

**Step 3** Profile Information

**Step 4** Profile Picture

**Fill out your Profile Info**  
 This information will help you find your friends on Facebook.

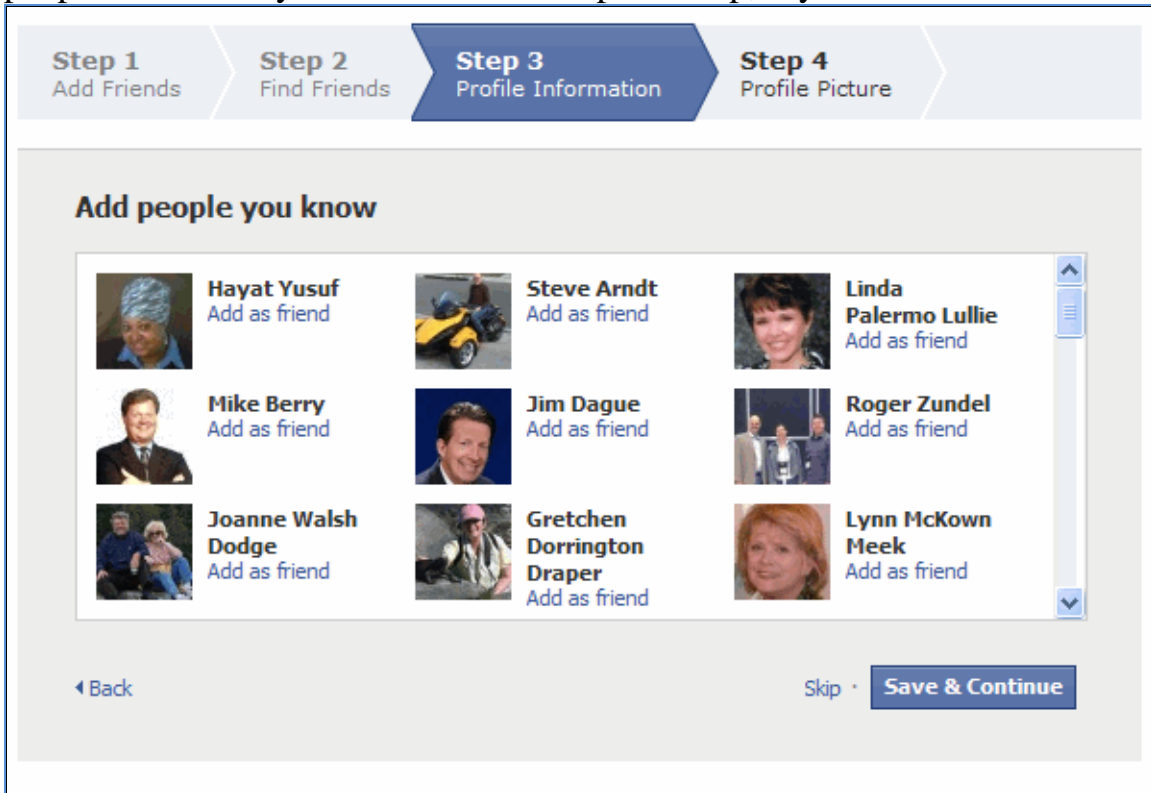
High School:  Class Year:

College/University:  Class Year:

Company:

[Back](#) [Skip](#) [Save & Continue](#)

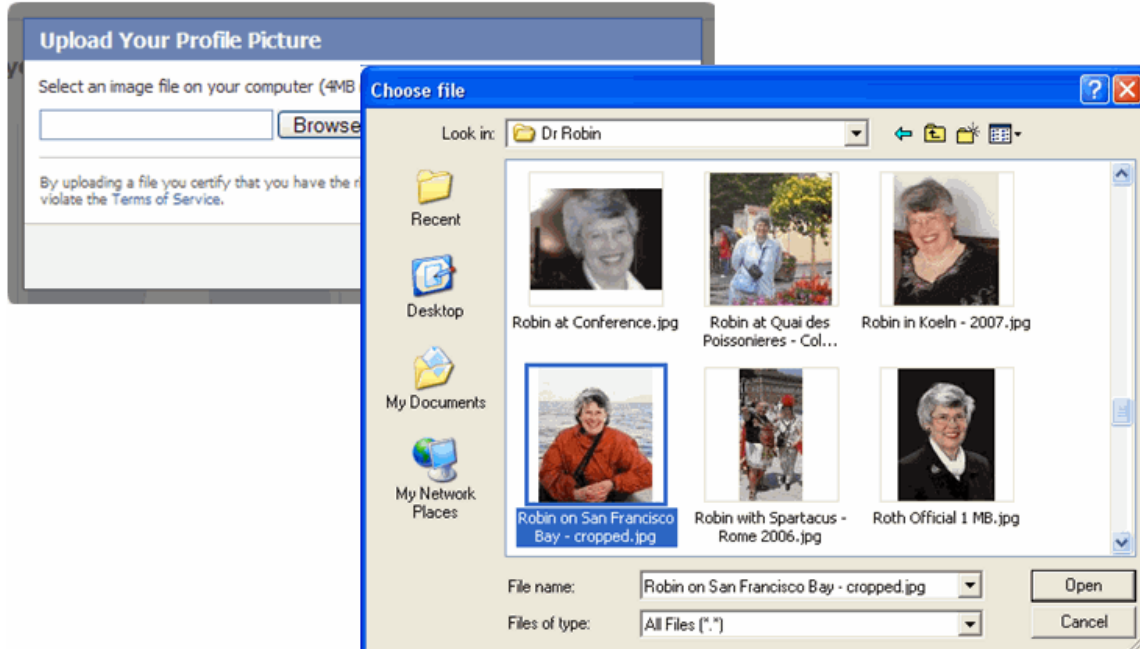
**Step 7** Facebook may give you another chance to invite some specific people to become your friends. Just skip this step, if you wish.



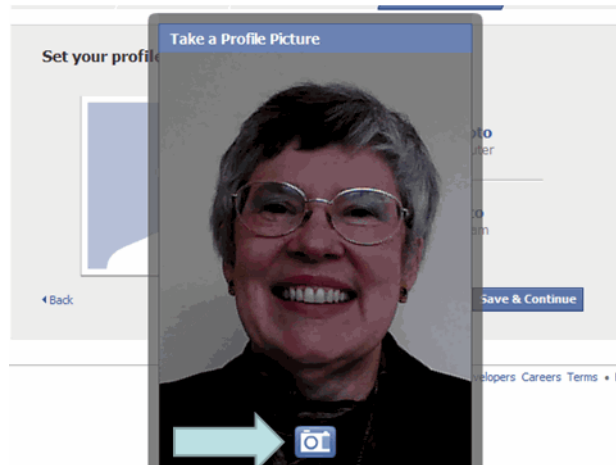
**Step 8** Add a digital photo of yourself. You can either upload an existing digital photo, or take a candid photo, using your computer’s built-in webcam (if any).



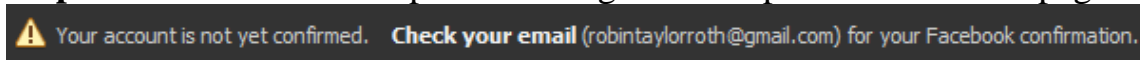
**Step 8A Uploading a photo.** Browse your computer, to locate the image you want to use. Then click the “Open” button.



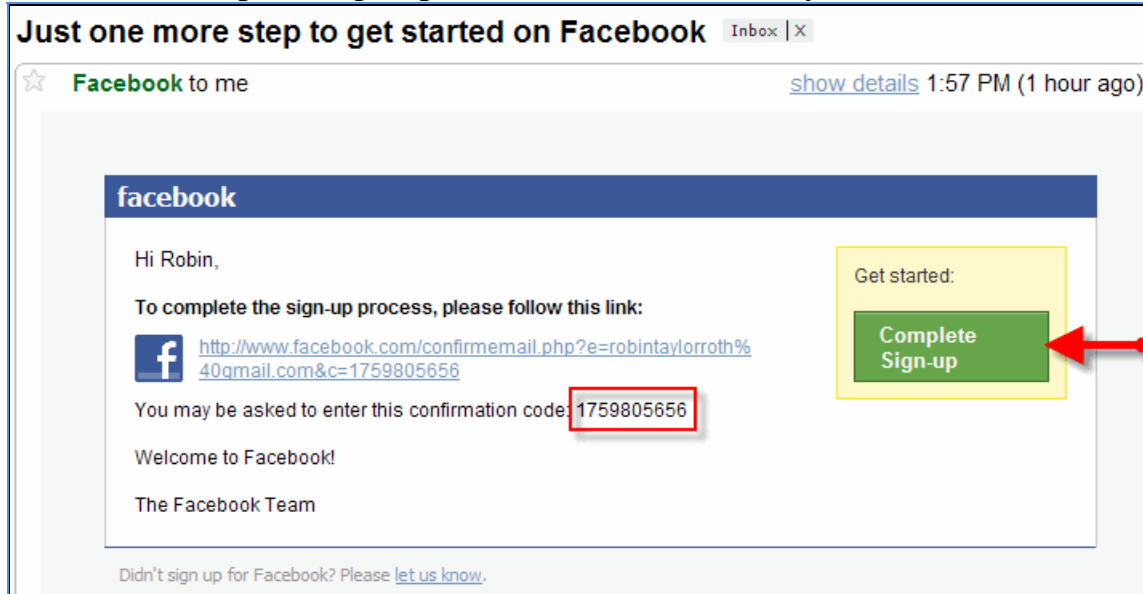
**Step 8B Using your webcam.** Do smile! It makes a world of difference. Hold the pose, looking at the lens, then click the camera button. Don't move, until the picture is done!



**Step 9** Facebook will then post a message at the top of the Welcome page.



**Step 10** Go to your e-mail Inbox, and look for the message from Facebook. Click the “Complete Sign-up” button. That will take you back to Facebook.



Note the confirmation code in the message. In the unlikely event that your e-mail system doesn't process coded links properly, you can copy that code, and paste it into the appropriate place on the confirmation screen.

**Step 11** You'll receive one more e-mail message from Facebook, confirming that everything is OK. Click the “Get Started” button, to return to your Facebook home page, or click any of the other links, if you'd like to work on a specific part of your profile. You can also download a **User Guide**.



## Facebook Welcome Page

When you return to Facebook from the confirmation e-mail message, you'll see a special Welcome page. At this point, you can take advantage of all of the opportunities you may have skipped, when first setting up your account.



On the Welcome page, you can also see many of the tools you will use often:

[1] Access to different Facebook pages:

- a. **Home**, where you will see what all of your friends are doing
- b. **Profile**, where you can update your information and add applications
- c. **Find Friends**. After you leave the Welcome page, this link will be at the very bottom of the page.
- d. **Account**, where you can customize your privacy and notification settings. This one is very important!

[2] Suggestions for people you might like to “friend,” or business pages you might like to follow.

[3] Indicators that show when you have:

- a. **Friend requests** to consider
- b. **Private messages** to read
- c. **Notifications** about what your friends are doing. Usually, these appear only for those items that you have already commented on.

[4] Links for accessing special features of Facebook.

[5] The Search bar, for locating people, groups, and fan/business pages.

### *Finding Friends on Facebook*



There are several ways to find friends on Facebook.

1. By far the easiest way, is to let Facebook do the work for you! You can do that, by letting Facebook check the e-mail addresses in your e-mail system's Address Book, and search for matches on Facebook. Although Facebook has to search millions of e-mail addresses, it does this remarkably quickly.

#### Find people you know on Facebook

Your friends on Facebook are the same friends, acquaintances and family members that you communicate with in the real world. You can use any of the tools on this page to find more friends.


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 **Find People You Email**  [Upload Contact File](#)



Searching your email account is the fastest way to find your friends on Facebook.

Your Email:

Email Password:

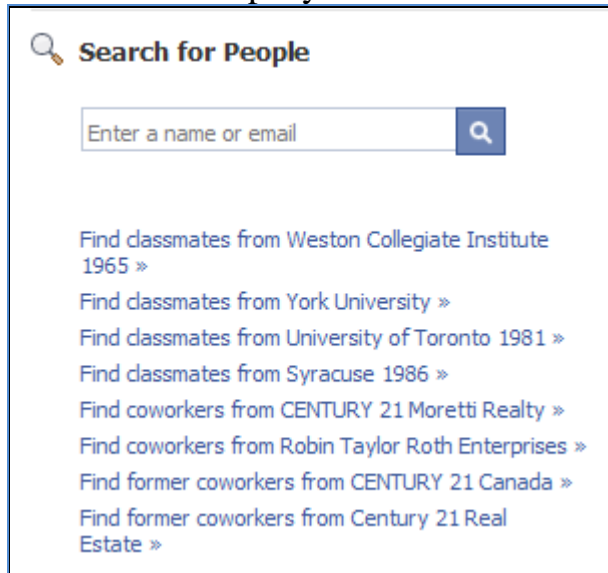
 Facebook will not store your password. [Learn More.](#)

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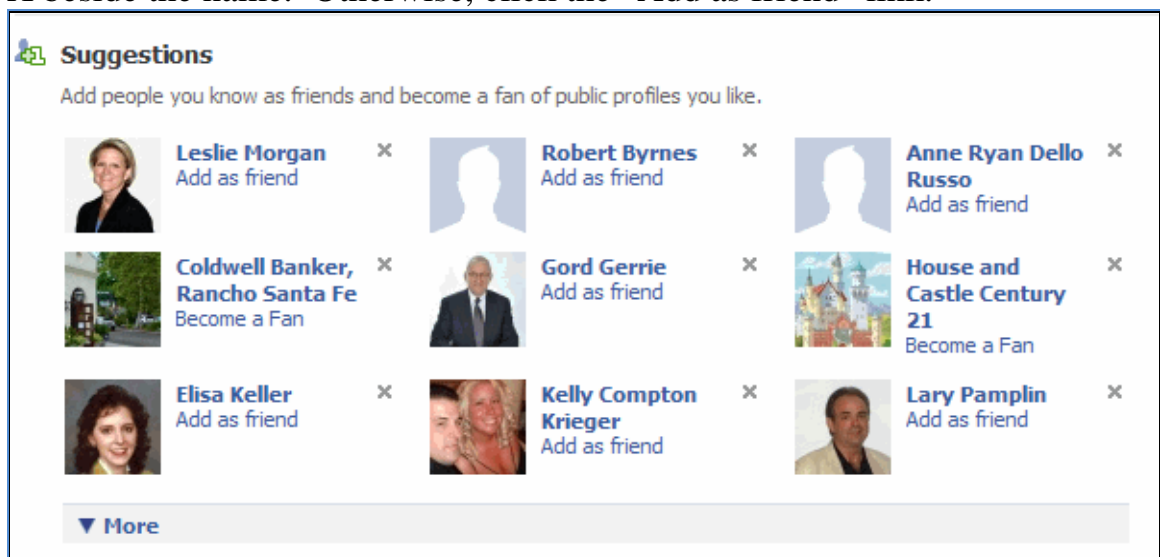
 **Find Friends From Your Phonebook** 

Find friends from the Facebook for BlackBerry® smartphones Application.

2. The other primary way to find friends on Facebook is to manually search for them by e-mail address or by name. Facebook tries to help, by offering to search for those who went to the same school or worked at the same company.



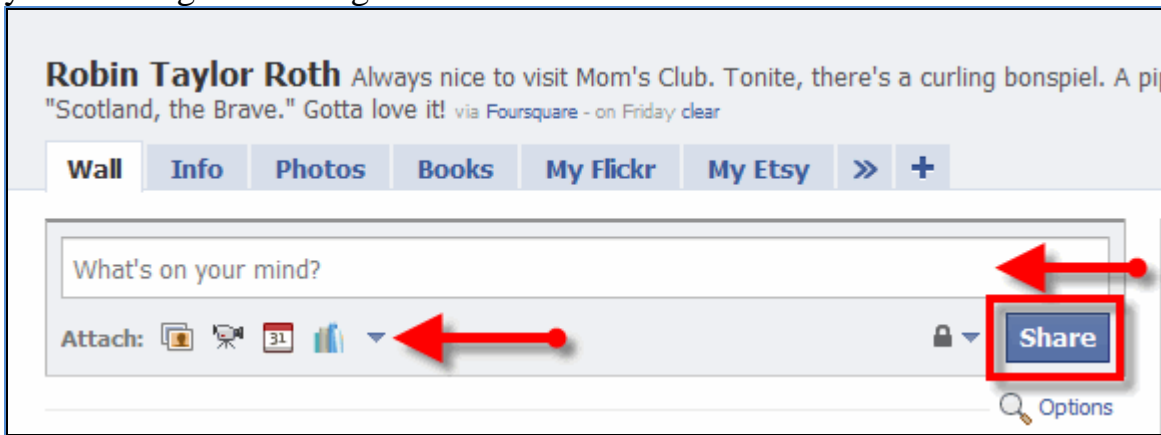
3. As you build your list of Facebook friends, the application will suggest people that you might know. It does this by assuming that, if you know someone, then you may also know others who know that person. Sometimes you do, sometimes you don't. If you don't know them (or don't care to have them as a Facebook friend), just click the X beside the name. Otherwise, click the "Add as friend" link.



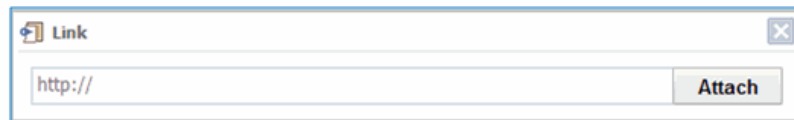
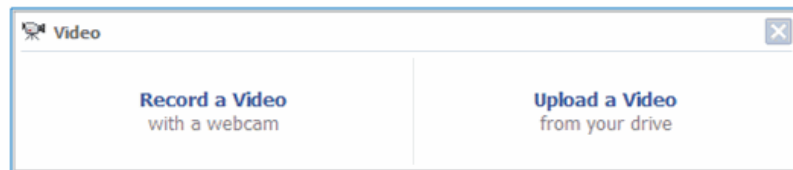
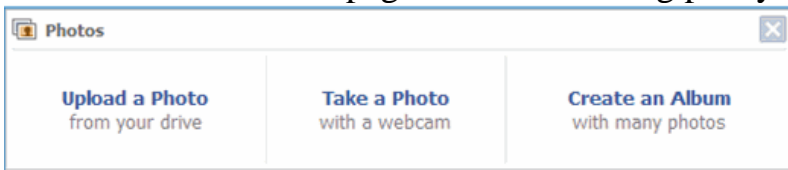
4. If you have a BlackBerry or iPhone, you can have Facebook search that address book.
5. If you use an Instant Messaging service, like AOL Instant Messenger or Windows Messenger, Facebook can search your list of contacts from that application, too.

### Updating Your Status

Go to your Profile page, your “Wall” tab. At the top, you’ll see a field that says, “What’s on your mind?” There, you can type a message about what you’re doing or thinking.




By clicking on the appropriate icon below the message field, you can add a photo or video or link to your message. Usually, you will browse to upload a file from your computer. Or, you will open another tab on your browser, to locate the URL of a page or article or blog post you want to share.




## Commenting on What Your Friends Are Doing


One of the best aspects of Facebook is the ability to see and comment on what your friends and family are doing. You'll see their latest updates on your Home page.

 **News Feed**
**Top News** · Most Recent

What's on your mind?




**Steven Friedman** via **Joy Tarbell Realty** interesting!




**Latest HouseHunt Survey Finds Evidence That U.S. Housing Market Has Bottomed | RISMedia**  
rismedia.com


RISMEDIA, April 16, 2010—Strong evidence that the market has bottomed and that a more balanced housing market is emerging in many parts of the U.S. can be

 Yesterday at 8:14pm · [Comment](#) · [Like](#) · [Share](#)


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**Brian Rushton** RT @REM\_Online Y deal with clients differently? - <http://tinyurl.com/y3wm6o7>

 about an hour ago via Twitter · [Comment](#) · [Like](#)


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**Ken Toumey**

**This Day in Rock & Roll History**


April 20, 1992 'A Concert For Aids Awareness' took place at Wembley Stadium as a tribute to Queen singer Freddie Mercury. Acts appearing included; Elton John, Roger Daltrey, Tony Iommi (Black Sabbath), David Bowie, Mick Ronson, James Hetfield, George ...

 2 hours ago via WordPress.com · [Comment](#) · [Like](#) · [Read original post](#)

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**Tom Vanderwell** Not all donations are good donations. Food for thought.....



**Ben and Lexi: "Aba blan pepe!"**  
blexi.blogspot.com

This slogan, which translates roughly into "Down with used foreign goods!" has been scrawled on walls all over Delmas since shortly after the earthquake. It makes a good point. For years - and especially now, post-earthquake - people have been sending hand-me-downs to Haiti. ...

 3 hours ago · [Comment](#) · [Like](#) · [Share](#)

You can look at either the Top News, which focuses mostly on links to online articles, or Most Recent (Updates), which gives you everything that your friends have been doing and saying, in the past few minutes. You can Comment on any of these posts, indicate that you Like the post, or Share it

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with your other friends. Just click the appropriate link, and add your Comments.

**Steven Friedman** via **Joy Tarbell Realty** interesting!

**Latest HouseHunt Survey Finds Evidence That U.S. Housing Market Has Bottomed | RISMedia**  
rismedia.com

RISMEDIA, April 16, 2010—Strong evidence that the market has bottomed and that a more balanced housing market is emerging in many parts of the U.S. can be

Yesterday at 8:14pm · Comment · Unlike · Share

You like this.

Thanks for sharing the link, Steve!

Comment

Anything you Share will appear in your own stream, on the Wall of your Profile page.

**Robin Taylor Roth** via **Steven Friedman**: We're always looking for good news!

**Latest HouseHunt Survey Finds Evidence That U.S. Housing Market Has Bottomed | RISMedia**  
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RISMEDIA, April 16, 2010—Strong evidence that the market has bottomed and that a more balanced housing market is emerging in many parts of the U.S. can be

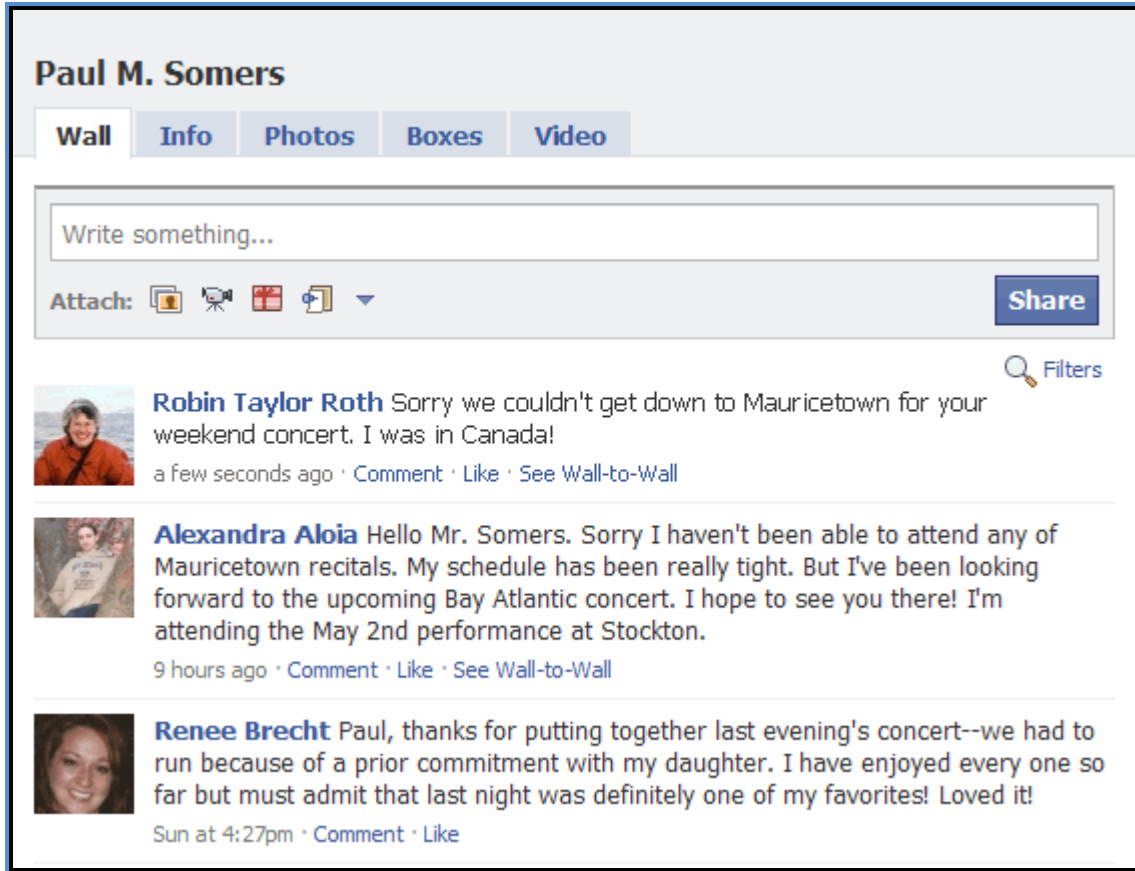
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Options

### ***Communicating Directly with Friends***

If you want to say something directly to a friend, you have two options:

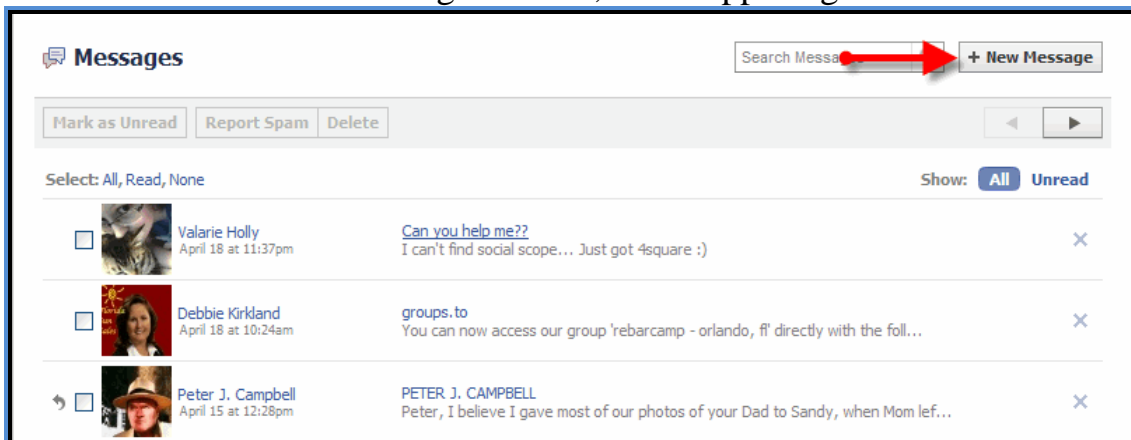
1. **Write something on their Wall.** Find your friend in your Friends List, and click their name. That will take you to their Wall. You can then “Write something” in the field at the top of the page, and they’ll see it.



2. **Send them a private message.** Access the Messages area from either of two places on your Home page.



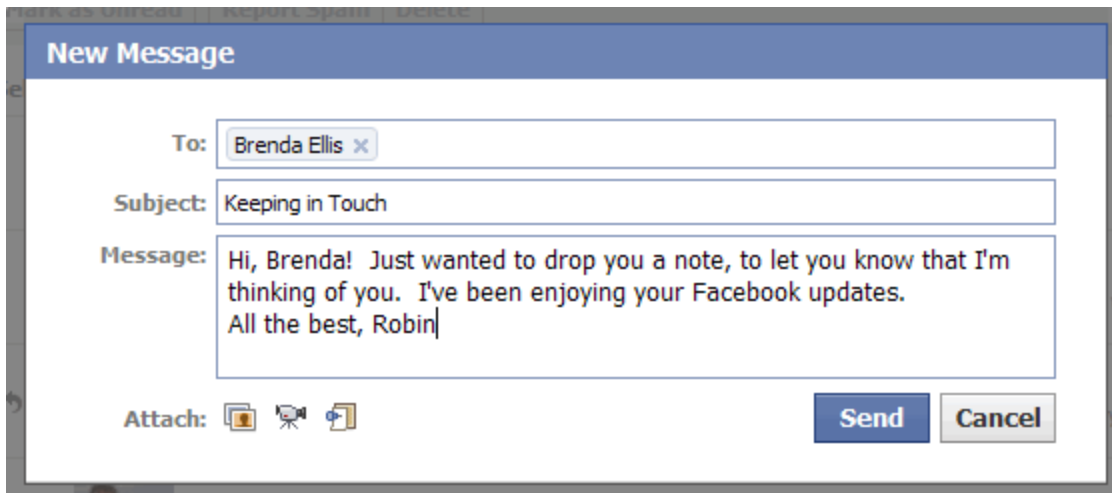
Click the “New Message” button, at the upper right.



As you begin typing a friend’s name, Facebook will automatically pull up candidates from which you can select the one you want.



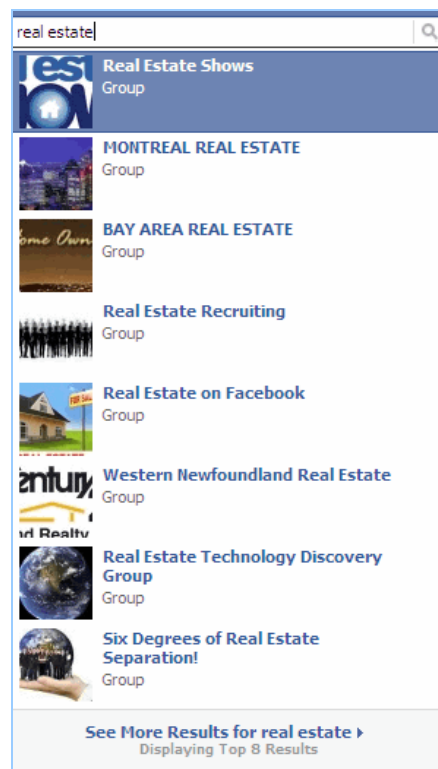
Write your message, and add a photo, video, or link, if you wish. Then click the “Send” button.



### ***Finding Interesting Groups***

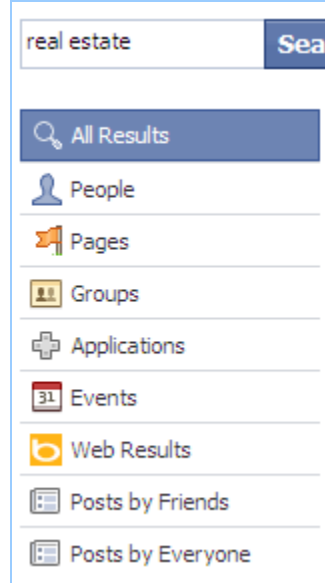
Facebook is not just a meeting place for individuals. It is also a place where those who share a common interest can meet together.

To find a group that you might like to join, type the name of the activity, place, political party, or celebrity in the Search box, at the top of the page. Facebook will automatically suggest Groups (and people) that might interest you.



If a group that interests you is displayed in the short list, just move down the list and click on it, to go to that Facebook page. If not, click the “See More Results” link, at the bottom of the short list, to look at other options.

Facebook provides categories of results, in the left-hand column:



Click on the Groups category, to see all of the groups. (You can check the other categories, later.) As there are more than 500 real estate groups on Facebook, you may want to move forward through several pages of results. If a group interests you, click on the name.

When you get to the group’s page, look at the Information below the avatar, to see what it’s all about. Check the number of members or fans. If there are only a few, then it’s not an active mainstream group, and you might prefer to try a different one. Also, look at the recent postings on the Wall tab. They will give you an indication of the kind of interaction the group gets.

When you find a group you like, click the “Join” button, at the top of the page.

**Real Estate**

Wall Info Discussions Photos

**PropTrackr FinerSolution** Affiliate Marketing Program getting closer and closer. The data is coming and we have released a few more public beta keys for further testing. Read about the PropTrackr Real Estate Management Affiliate Program here. <http://protrackr.com/blog/system-updates/affiliate-marketing-program/>

**Affiliate Marketing Program | PropTrackr**  
proptrackr.com  
We have just released the NEW Affiliate Marketing Program within the PropTrackr Real Estate Management Software and will be sending out our BETA Keys to a select few PropTrackr accounts. We are currently testing the new update to find and locate any bugs before sending out to our current clients. Pl...

8 hours ago · Share · Flag

**Tobias Black** Realtors are getting 78% MORE Calls from Prospects By Using This Simple Video Marketing Tool <http://workwithtobyandlayla.com/facebook-video-guru.html>

**Never Been Seen Before Million Dollar Earner Secrets Revealed**  
workwithtobyandlayla.com  
Listen To This Mind Blowing FREE Video Presentation Now! Enter Your Details Below and Click the Grant Me Access Button NOW!

8 hours ago · Share · Flag

**Russlan Moscow** If you are in the field of real estate please add me for cooperation. Si vous etes dans le domaine de l'immobilier ajoutez moi svp. إن كنتم تنشطون في مجال العقارات فرجاء أضيفوني من أجل تعاون مثمر و دائم

16 hours ago · Flag

**Stacey Elias** Have you guys seen this Crisis of Credit video? Interesting and simple to understand! I'd also love to hear what you think about it.

**The Crisis of Credit | staceyelias.com**  
bit.ly  
Don't miss this incredible video about how we got into our current credit crisis. The visuals will take this seemingly complicated issue and make it simple to understand. Check it out and think about how you can play your part in getting our economy back on track. Personally, I help the upside down ...

17 hours ago · Share · Flag

**Information**  
Category:  
Common Interest - Current Events  
Description:  
Real Estate - News & Information  
This group is dedicated to discussing real estate. Share stats and news about your local real estate market.  
General Real Estate discussion encouraged..  
Privacy Type:  
Open: All content is public.

**Admins**  
Joe Ballarino (Amerivest Realty)

**Members**  
6 of 3,800 members See All  
Joe Stampone Guy Moretti Jason Crouch

You will probably want to join more than one real estate group, so return to the search results (View menu, Go to option on Internet Explorer; History menu on Firefox), to select additional groups.

I recommend that you also check out the Pages and Applications in the search results. Undoubtedly, you'll want to participate in several of those.

**NOTES**