



## Before we get started...

- Twitter: **@nmapt**
- Email: [tclarke@nmapartment.com](mailto:tclarke@nmapartment.com)
- [www.toddclarke.com](http://www.toddclarke.com)
- [www.canteraconsultants.com/tech](http://www.canteraconsultants.com/tech)




## Topics today:

- [Going Paperless](#)
- [Smartphones](#)
- [Mobile Internet](#)
- Tablets / [iPads](#) / [Apps](#)
- Mobile Projectors

A graphic of a tablet with a list of topics. The tablet is shown from a side-on perspective, with its screen displaying a list of topics. The topics are: Social Networking, Marketing, Apps, Presentation, Trends and, and Technology. The tablet is white with a black bezel. The list is in a white box with a black border.

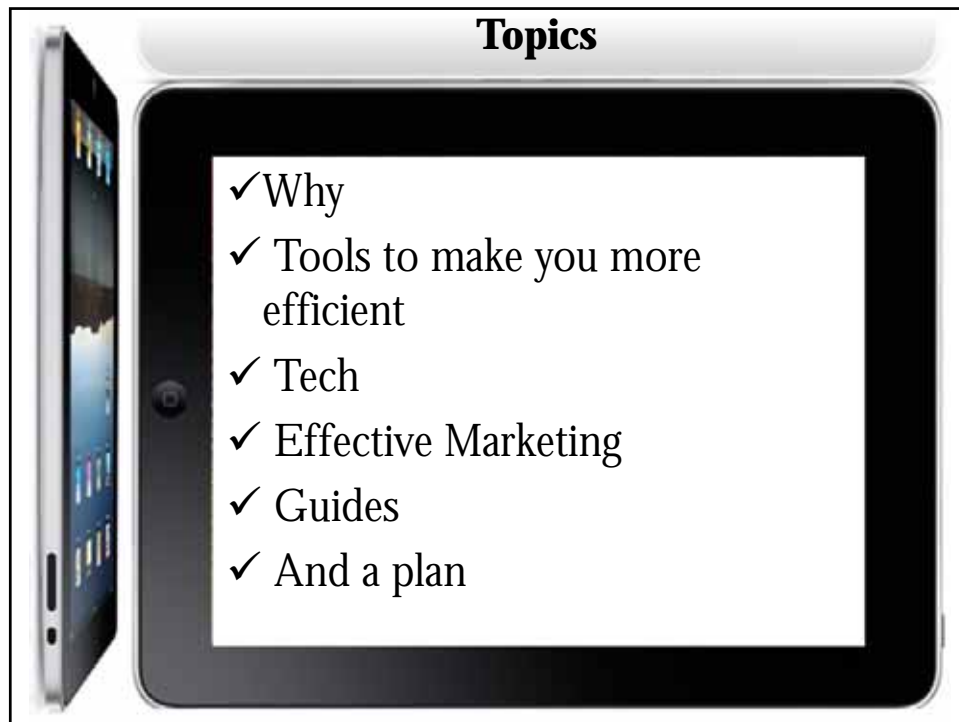
**Topics today:**

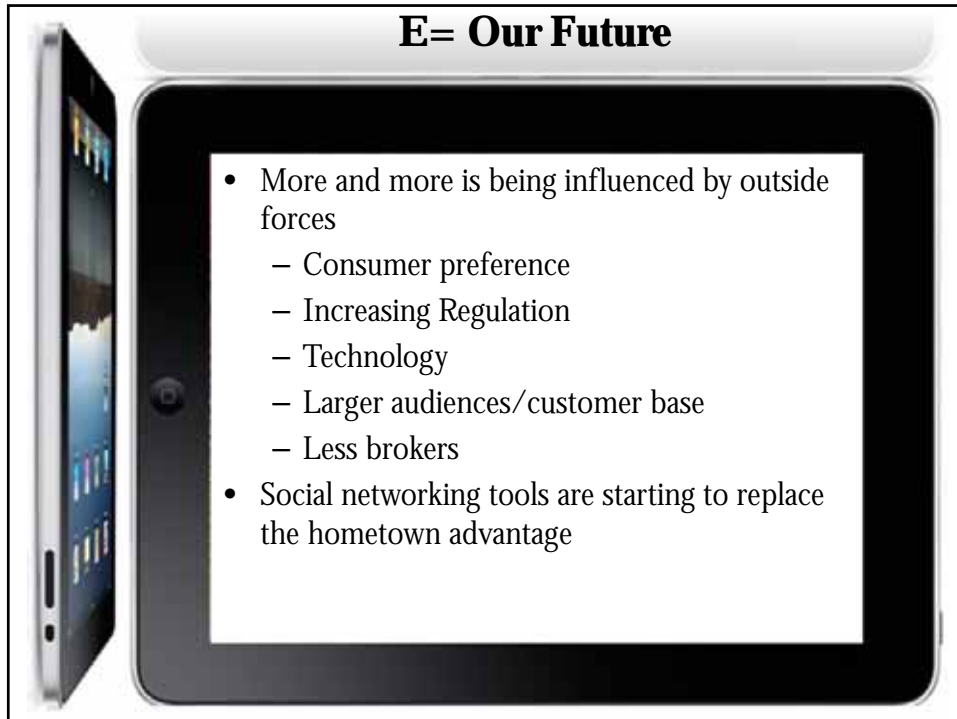
- Social Networking
- Marketing
- Apps
- Presentation
- Trends and
- Technology

A graphic of a tablet with a paragraph of text. The tablet is shown from a side-on perspective, with its screen displaying a paragraph of text. The text is: How the internet, social networking and apps are going to flatten the barriers in our business. The tablet is white with a black bezel. The text is in a white box with a black border.

**Alternate Title**

How the internet, social networking and apps are going to flatten the barriers in our business



A graphic of a tablet with a list of factors influencing the future. The tablet is shown in a 3D perspective, with a smaller version of the same graphic to its left. The main tablet has a black bezel and a white screen. The title "E= Our Future" is at the top. The list on the screen includes: "More and more is being influenced by outside forces" (with sub-points: Consumer preference, Increasing Regulation, Technology, Larger audiences/customer base, Less brokers), and "Social networking tools are starting to replace the hometown advantage".

### E= Our Future

- More and more is being influenced by outside forces
  - Consumer preference
  - Increasing Regulation
  - Technology
  - Larger audiences/customer base
  - Less brokers
- Social networking tools are starting to replace the hometown advantage

A graphic of a tablet with a list of mass-related trends. The tablet is shown in a 3D perspective, with a smaller version of the same graphic to its left. The main tablet has a black bezel and a white screen. The title "Mass" is at the top. The list on the screen includes: Storage, Increasing Audience size, Decreasing physical space as we move from analog to digital, Changing Demographics, Increasing adoption of technology, and New communication mediums.

### Mass

- Storage
- Increasing Audience size
- Decreasing physical space as we move from analog to digital
- Changing Demographics
- Increasing adoption of technology
- New communication mediums

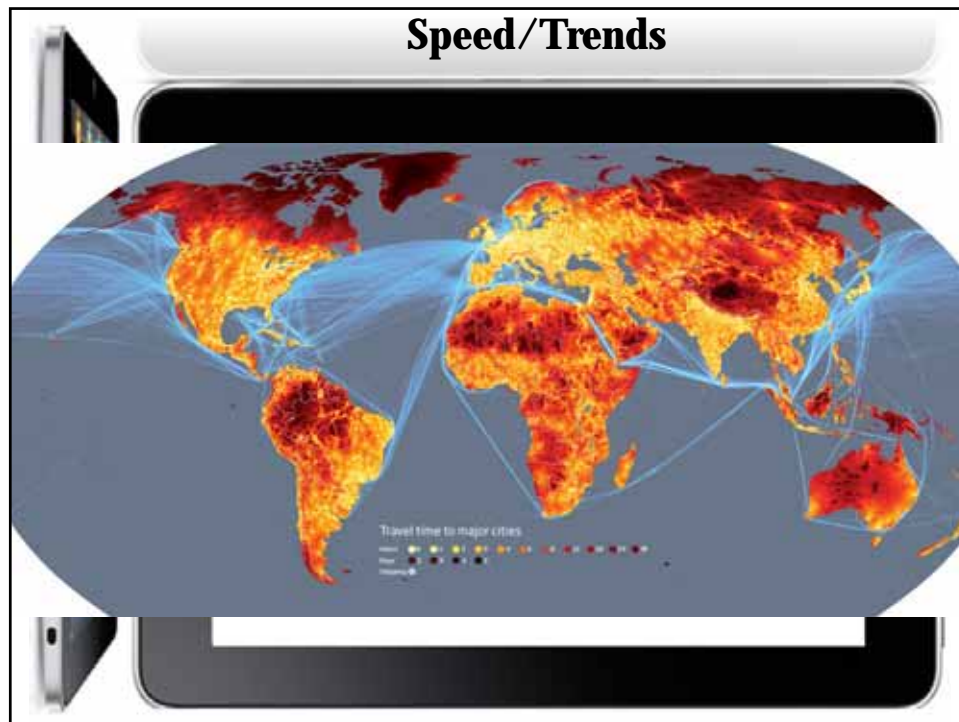
## Change

“There is nothing as constant as change. So you can either adapt or resist, but neither will stop change from happening”

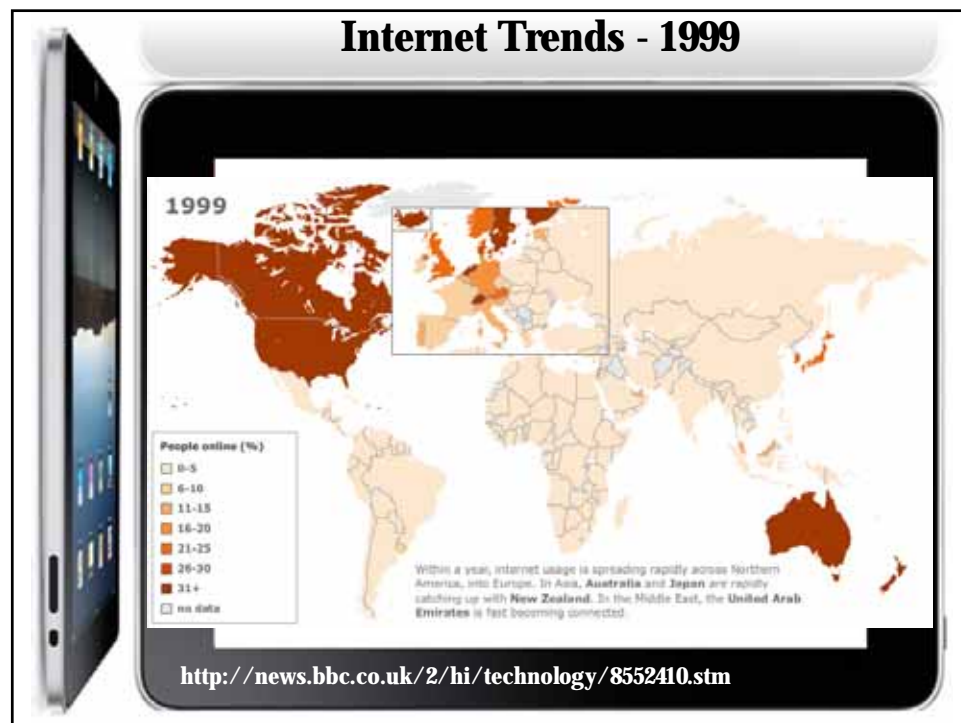
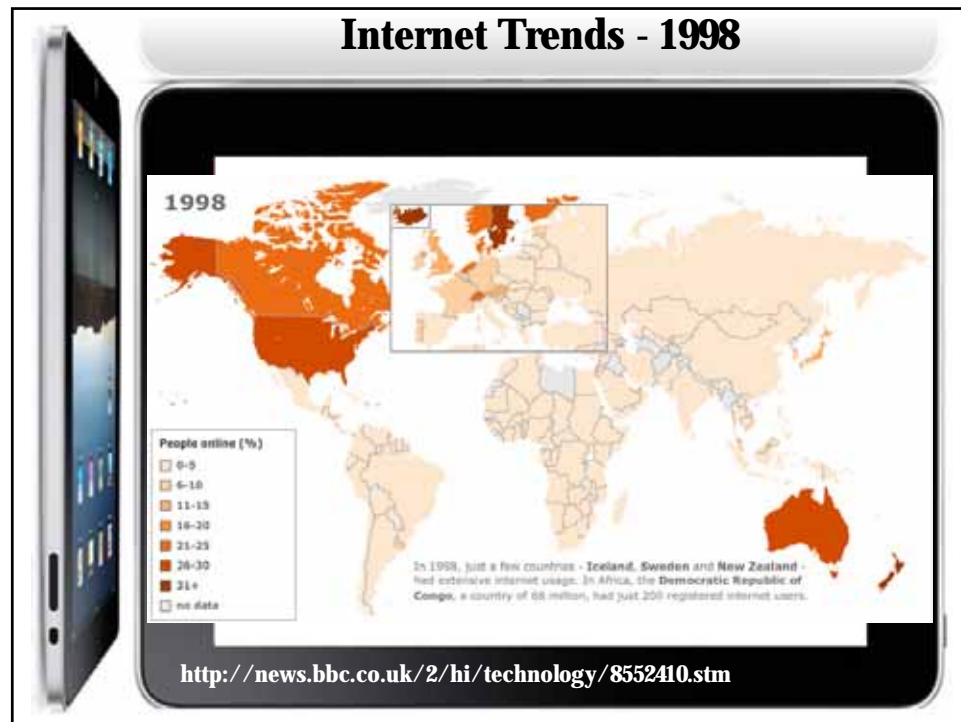
- John Clarke

## How much data do you use?

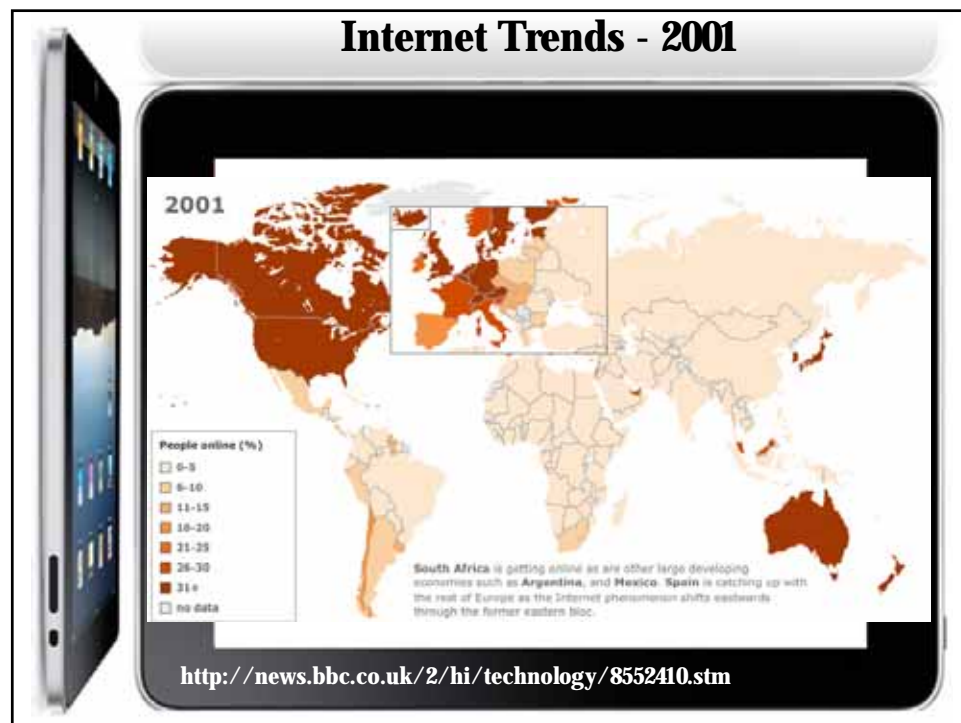
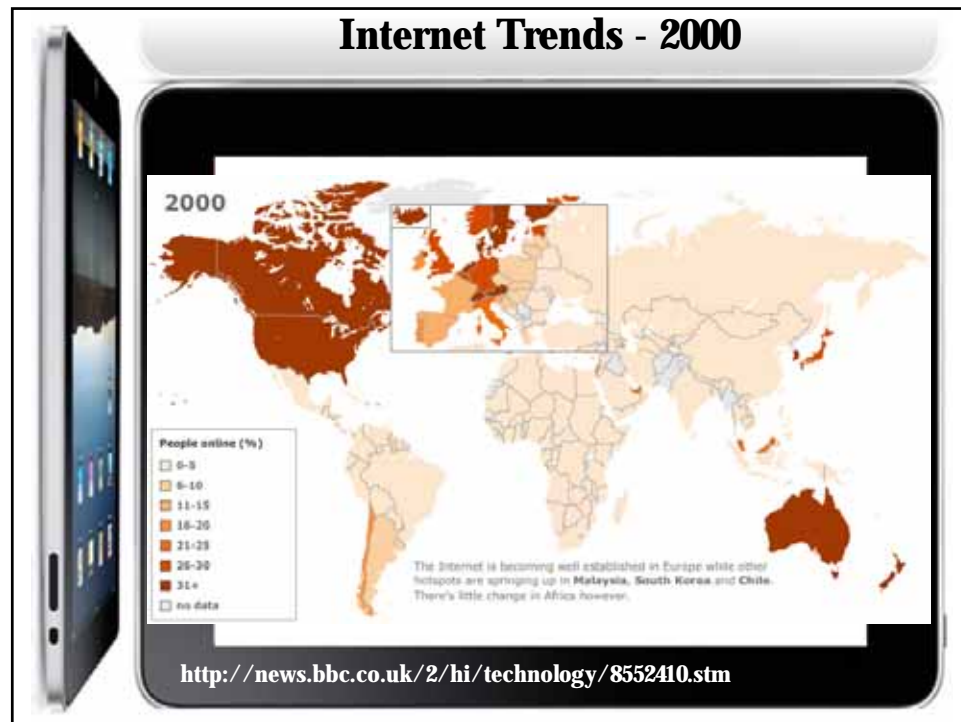


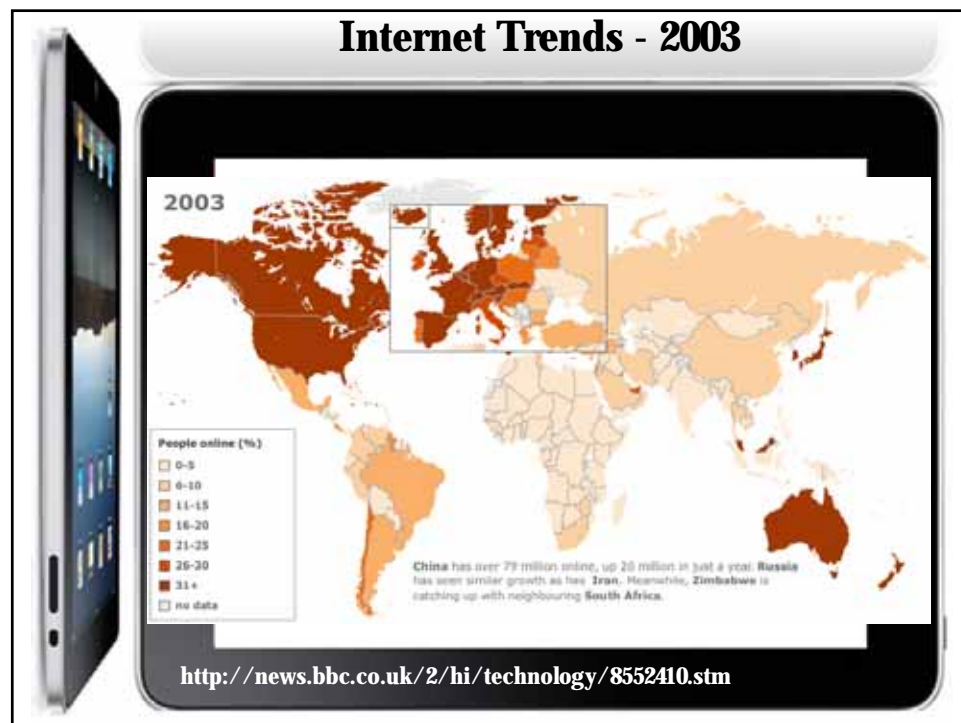
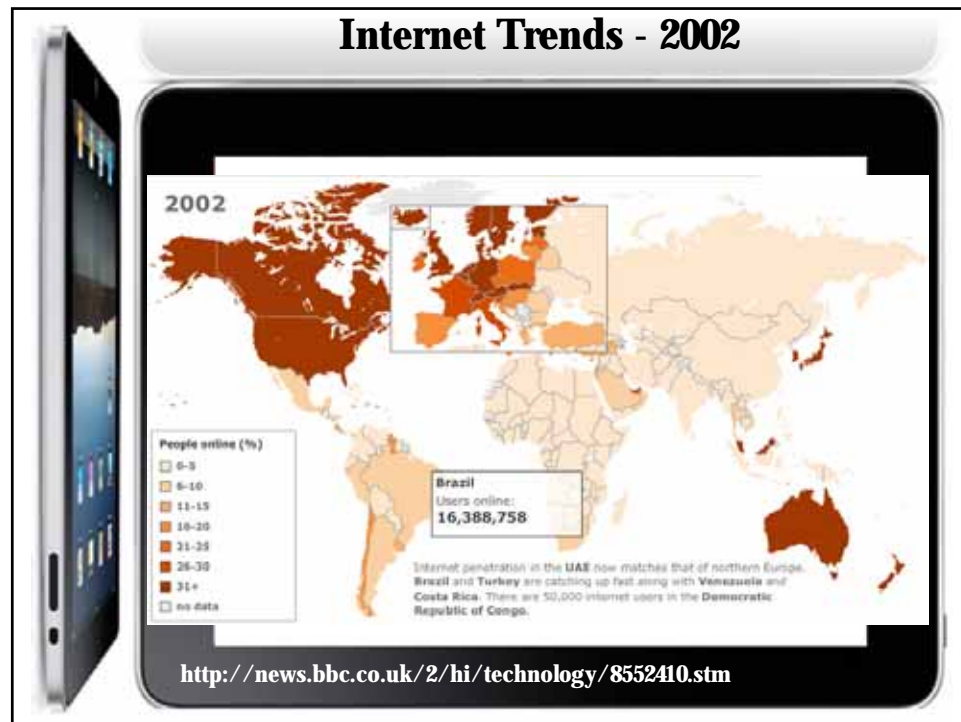


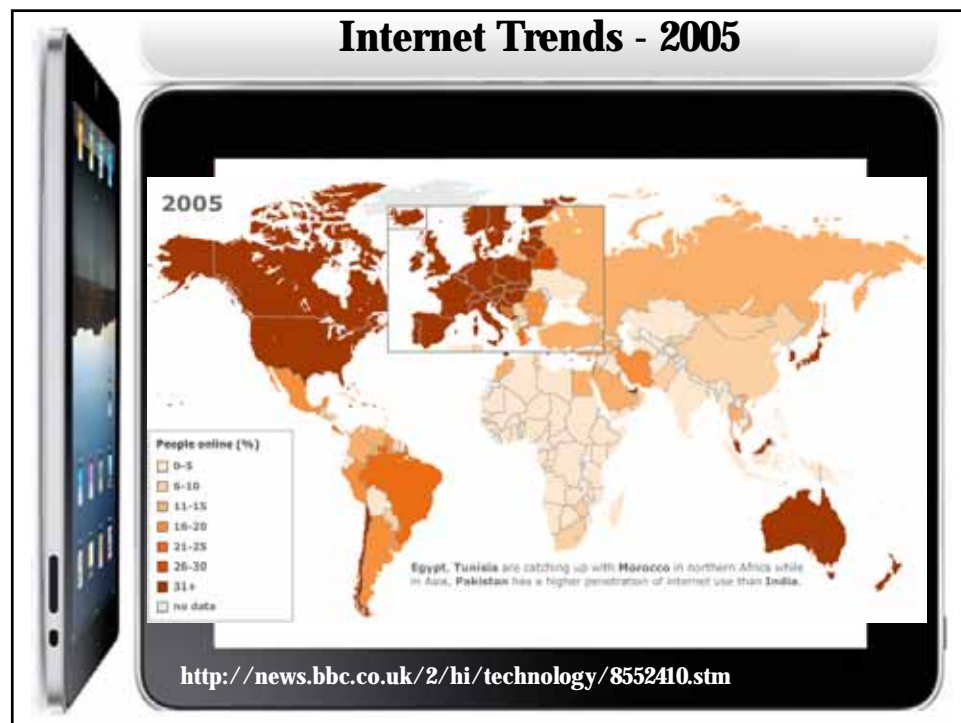
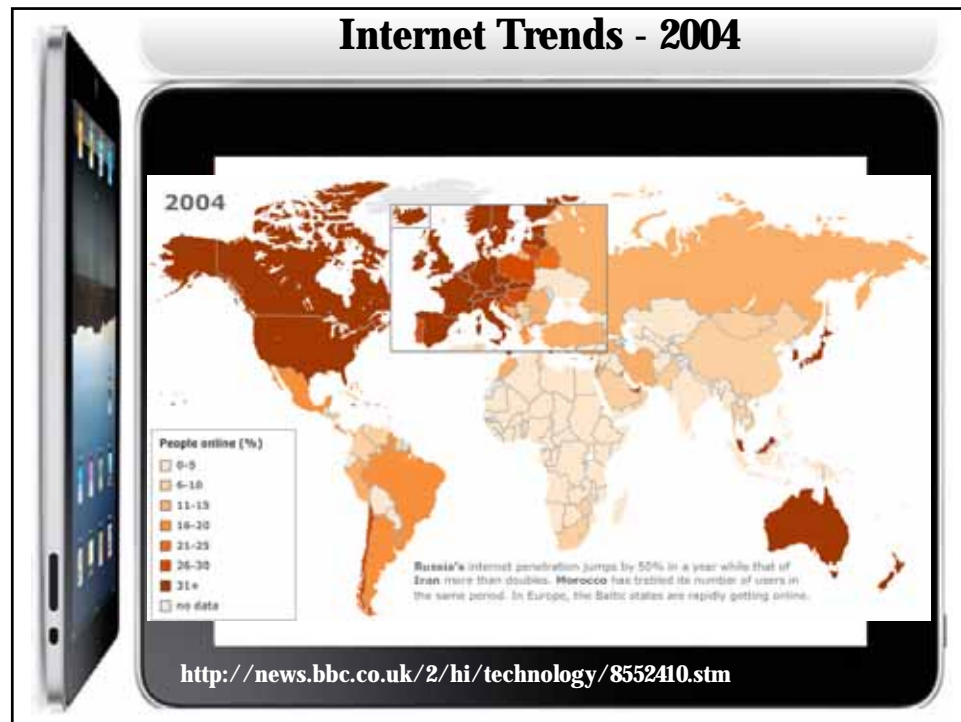


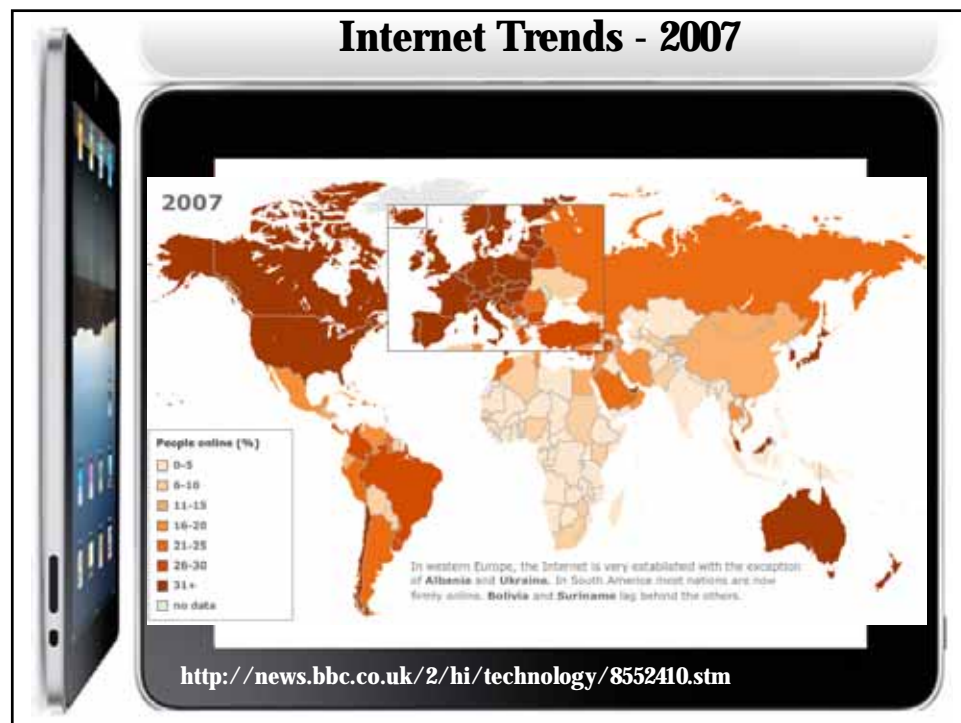
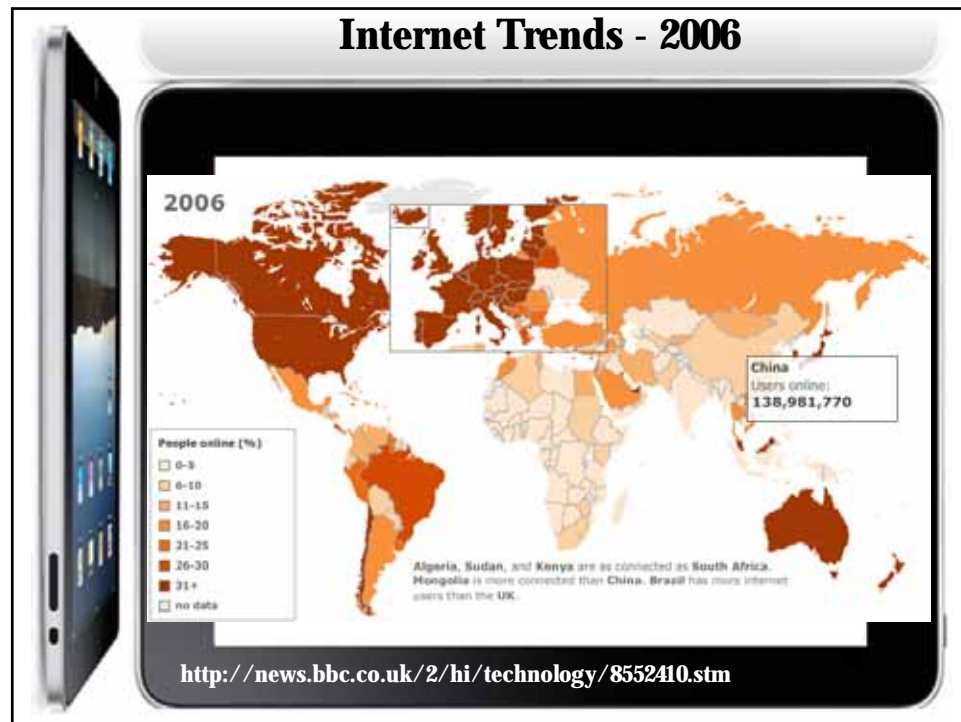




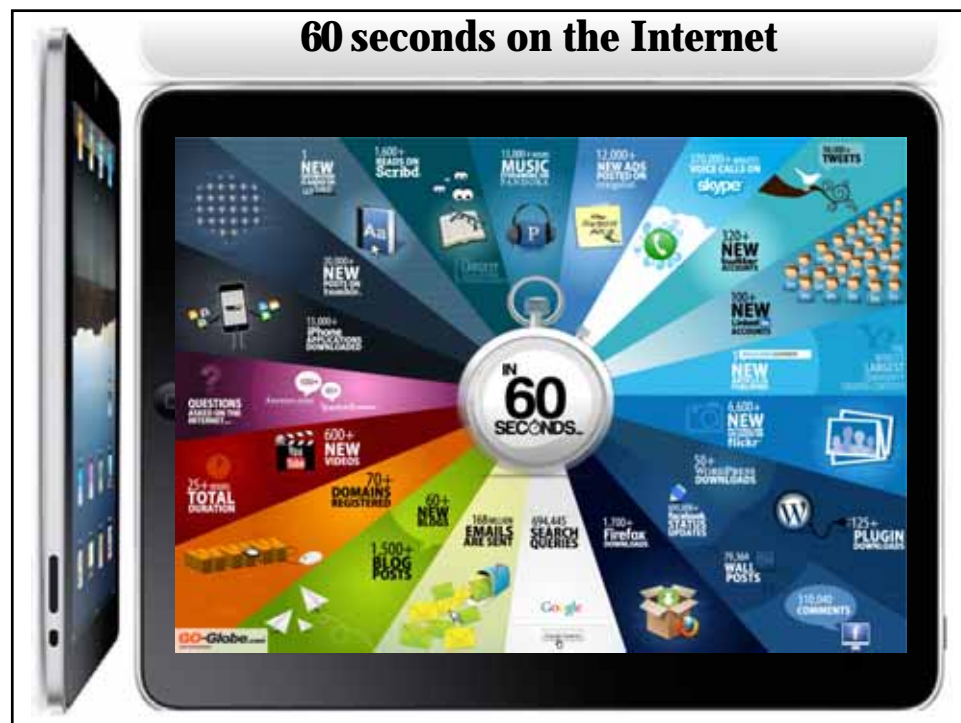
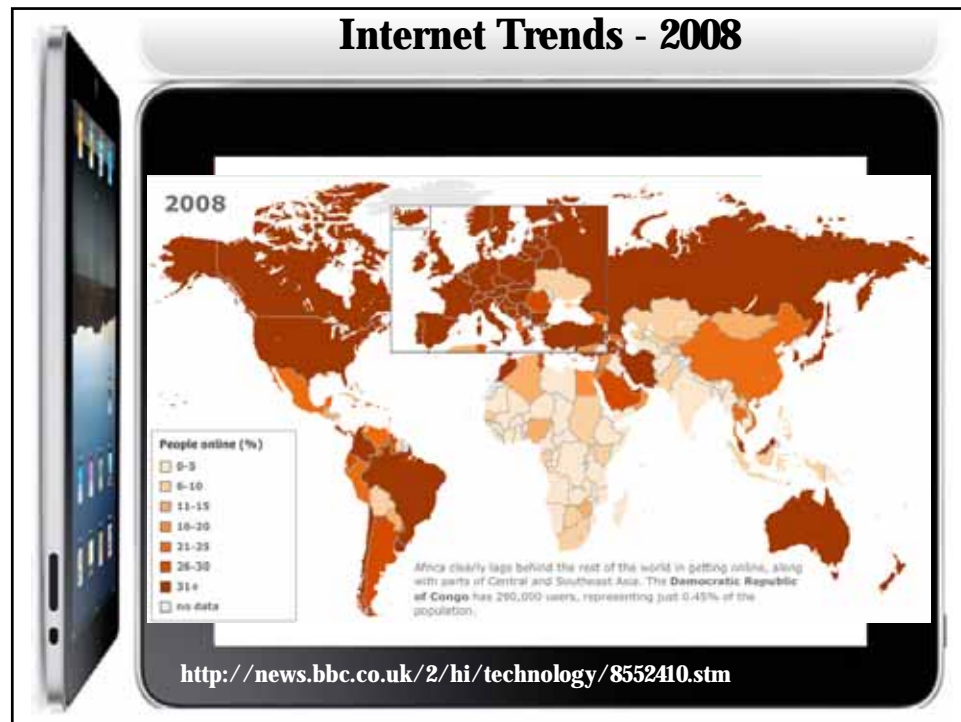




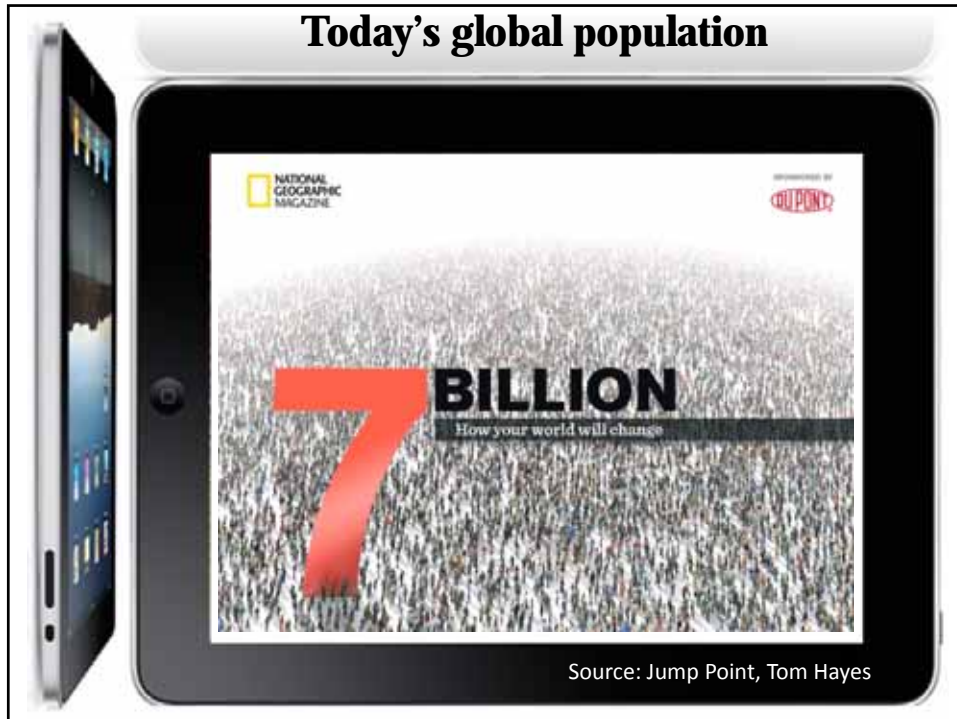




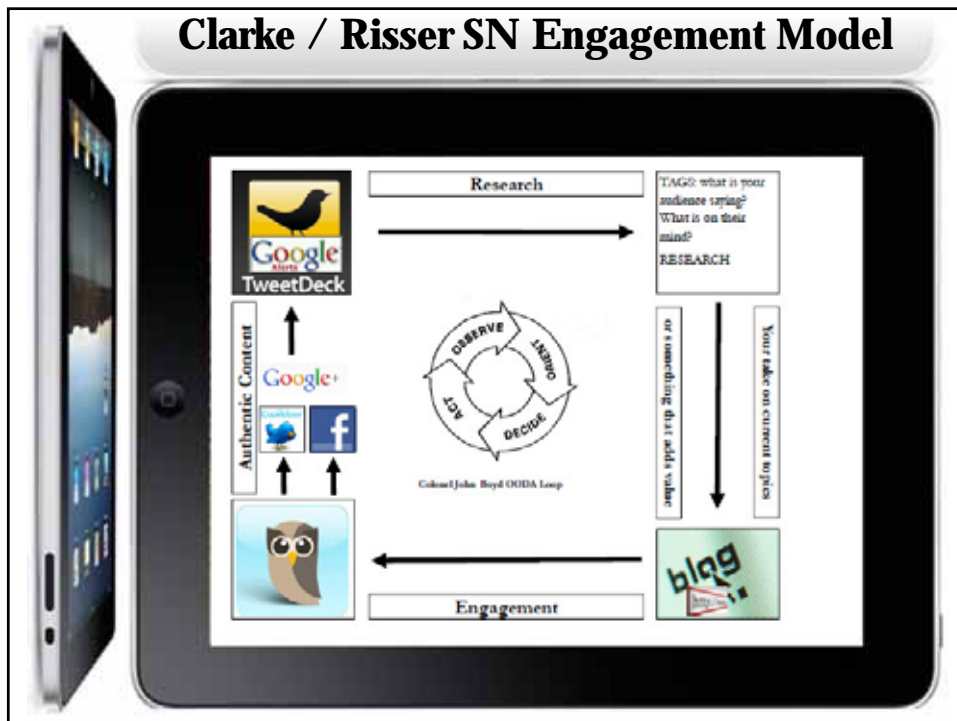




## Today's global population




## Clarke / Risser SN Engagement Model






## Speed – 1 Billion served

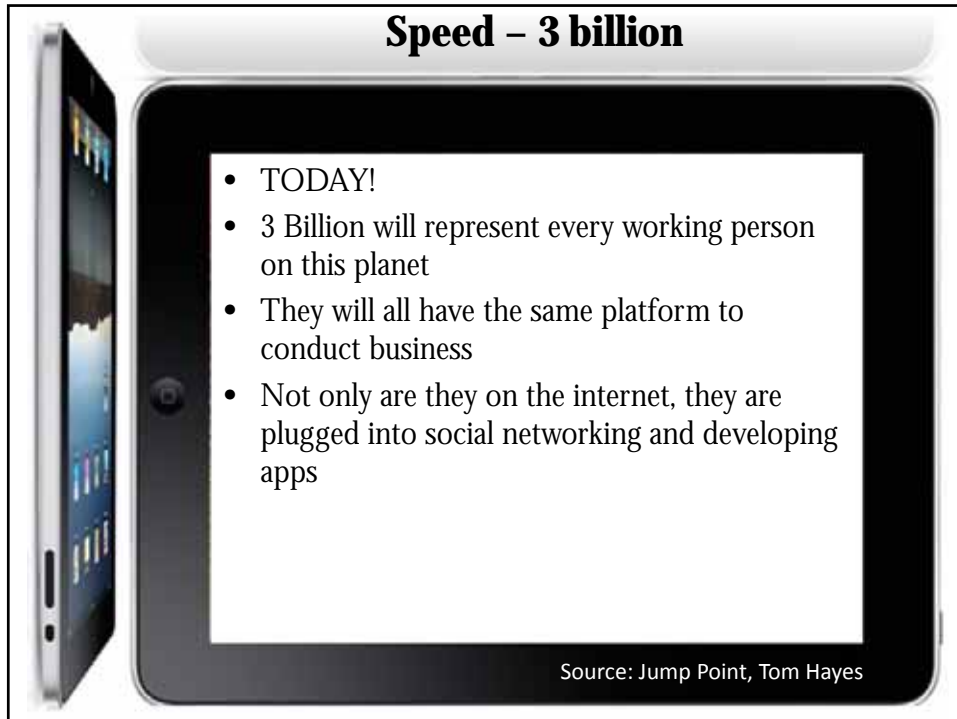
- 
- To get to the first billion people on the internet, it took:
    - 100,000 years
    - 300 generations
    - Invention of money
    - Craft system & mass production
    - Electricity
    - Telephone
    - Flight
    - Computer
    - Internet
    - Wireless telephony
    - Democracy
    - Common law
    - Market capitalism
    - And we arrived there in 2001

Source: Jump Point, Tom Hayes

## Speed – 2 billion

- 
- Arrived six years later in 2007
  - And at the current rate of 70,000 new internet users every day, we will hit 3 Billion in the next couple of years
  - 3 Billion will represent every working person on this planet
  - They will all have the same platform to conduct business

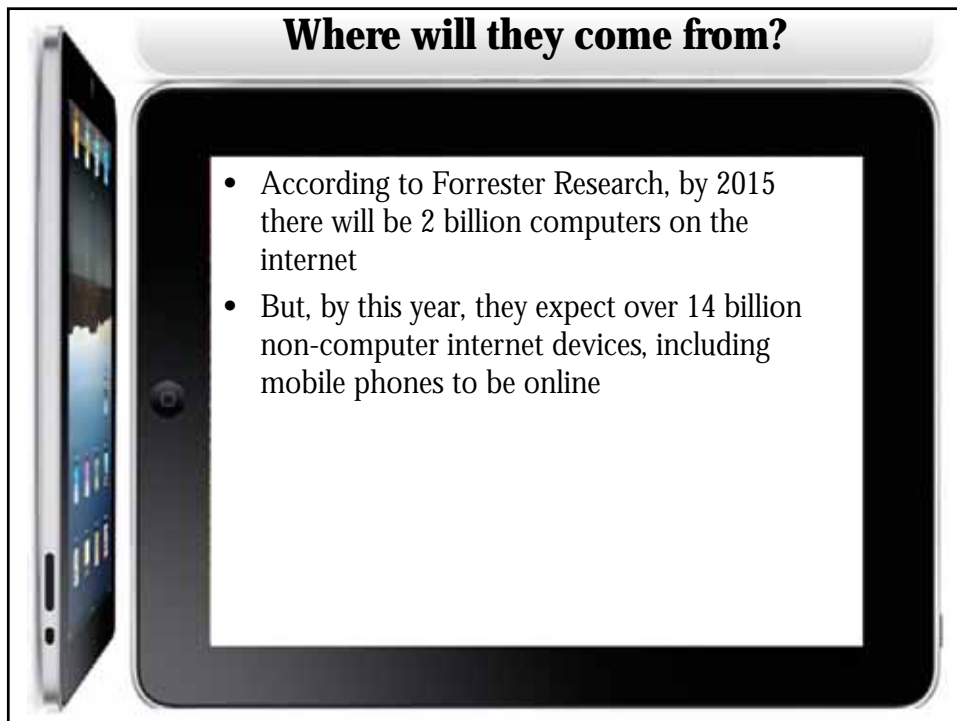
Source: Jump Point, Tom Hayes

A graphic of a tablet with a list of bullet points on its screen. The tablet is shown from a three-quarter perspective, with its screen displaying a white background and black text. The text is a list of four bullet points. The tablet has a silver bezel and a black front-facing camera. The background of the slide is white.

### Speed – 3 billion

- TODAY!
- 3 Billion will represent every working person on this planet
- They will all have the same platform to conduct business
- Not only are they on the internet, they are plugged into social networking and developing apps

Source: Jump Point, Tom Hayes

A graphic of a tablet with a list of bullet points on its screen. The tablet is shown from a three-quarter perspective, with its screen displaying a white background and black text. The text is a list of two bullet points. The tablet has a silver bezel and a black front-facing camera. The background of the slide is white.

### Where will they come from?

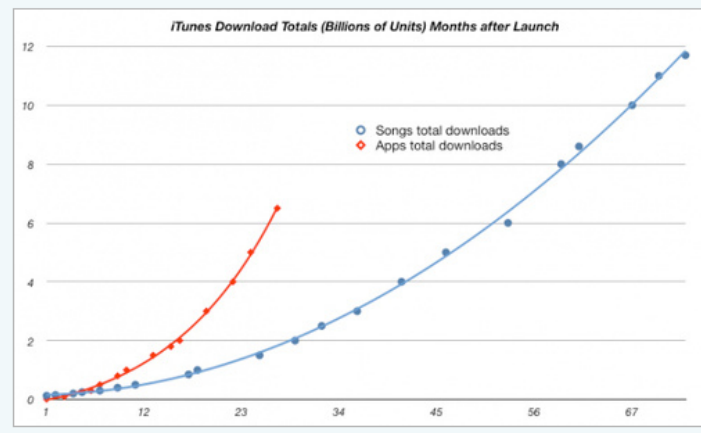
- According to Forrester Research, by 2015 there will be 2 billion computers on the internet
- But, by this year, they expect over 14 billion non-computer internet devices, including mobile phones to be online

## And how do they communicate?

- Email is 90% spam
- Twitter limited to 140 characters
- FB is currently used by just under 1 in 6 people on the internet

## Will they even use the Internet? (or an App)

### Apps Will Overtake iTunes Music Downloads Before the Year's Out



<http://gizmodo.com/5632698/apps-will-overtake-itunes-downloads-before-the-years-out>

### Right now - Introductions

- Your Name
- Where you work
- What you specialize in
- What you hope to gain from today
- Something about you few people know

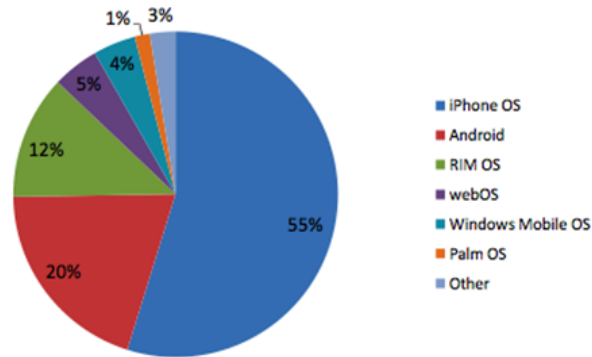
### Smart phone or tablet

- Not quite a computer replacement, but very close...

A collection of mobile devices is displayed within the tablet frame. It includes a white smartphone (resembling an iPhone) standing upright, a black PDA or early smartphone with a keyboard (resembling a Palm Treo) lying flat, and a white tablet (resembling an iPad) lying flat. A silver stylus is positioned vertically between the smartphone and the tablet.

## Internet Market Share - Smartphones

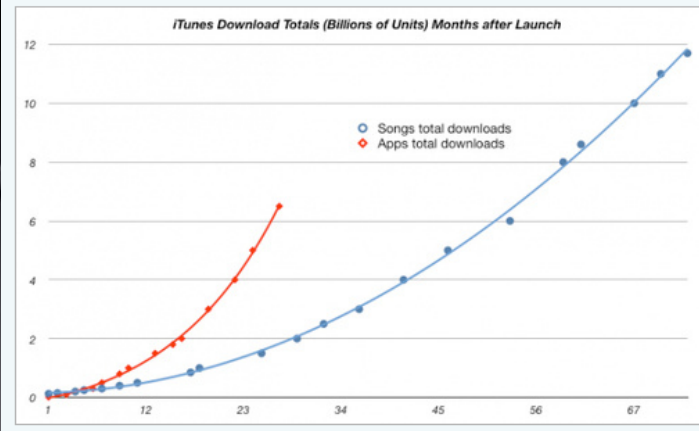
Smartphone Requests by OS: US



<http://gizmodo.com/5411253/iphone-and-android-are-taking-over-the-mobile-internet>

## Will they even use the Internet? (or an App)

Apps Will Overtake iTunes Music Downloads Before the Year's Out



<http://gizmodo.com/5632698/apps-will-overtake-itunes-downloads-before-the-years-out>





## Smart phones / iPhone/ tablets

- An iPhone has many of the features of a computer



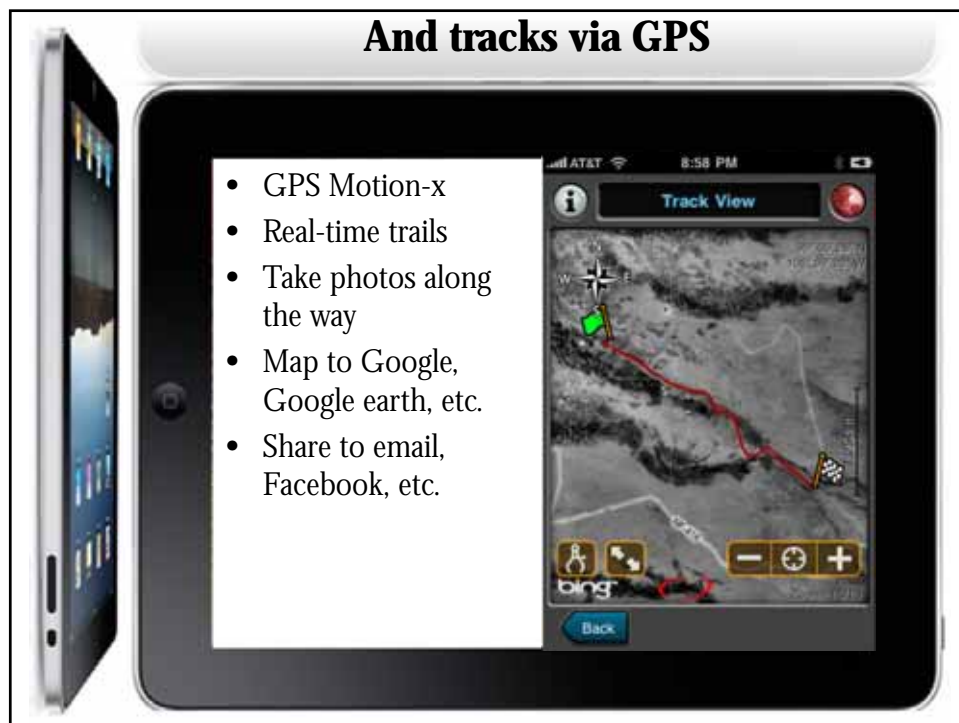
## It can receive email



## And faxes







## Run your computer remotely

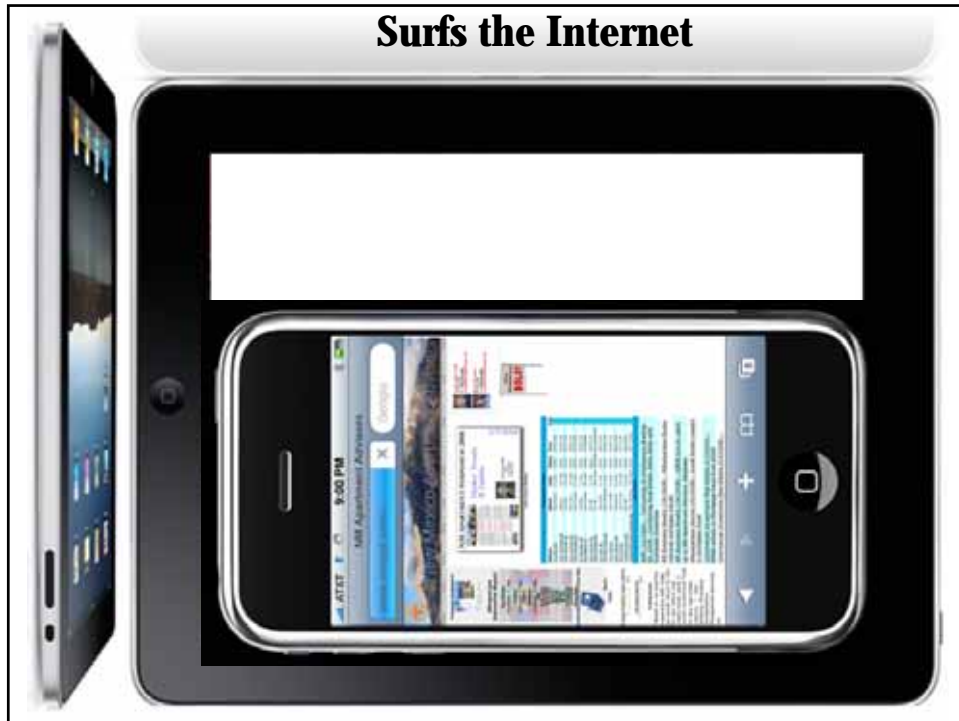
- Use VNC, GoToMyPC, Remote login



## Google Earth

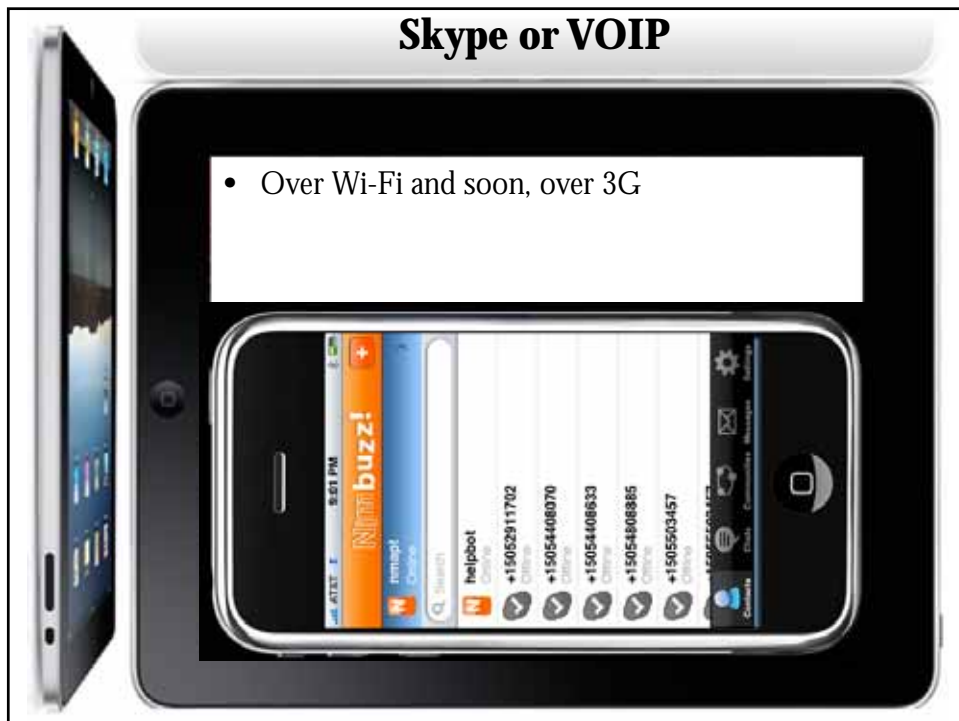


## Surfs the Internet



## Skype or VOIP

- Over Wi-Fi and soon, over 3G







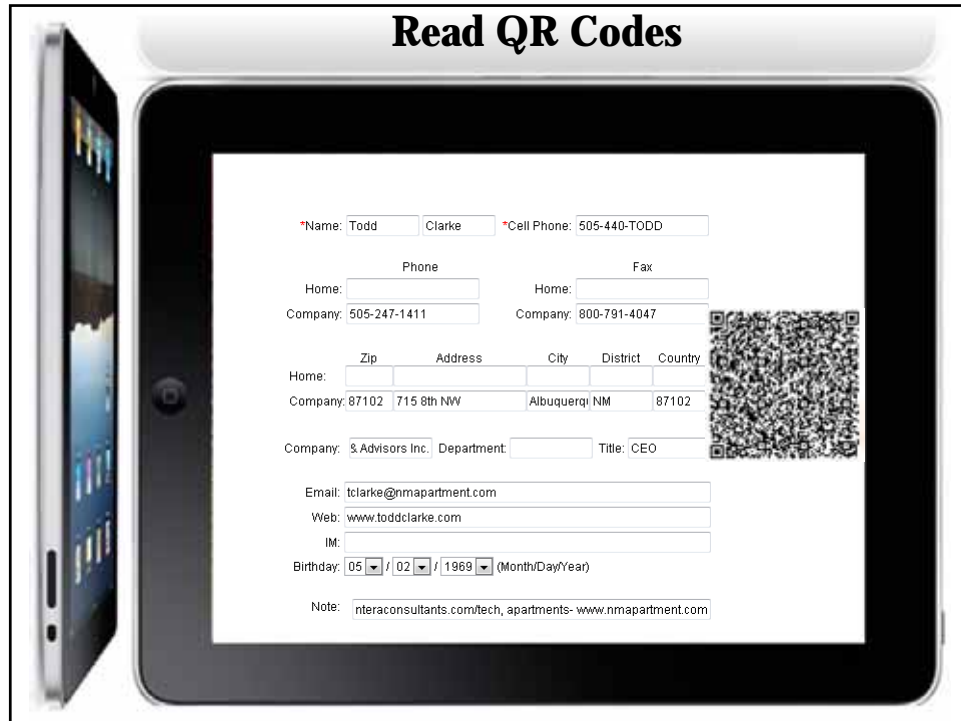
## Watch movies



## Edit photos





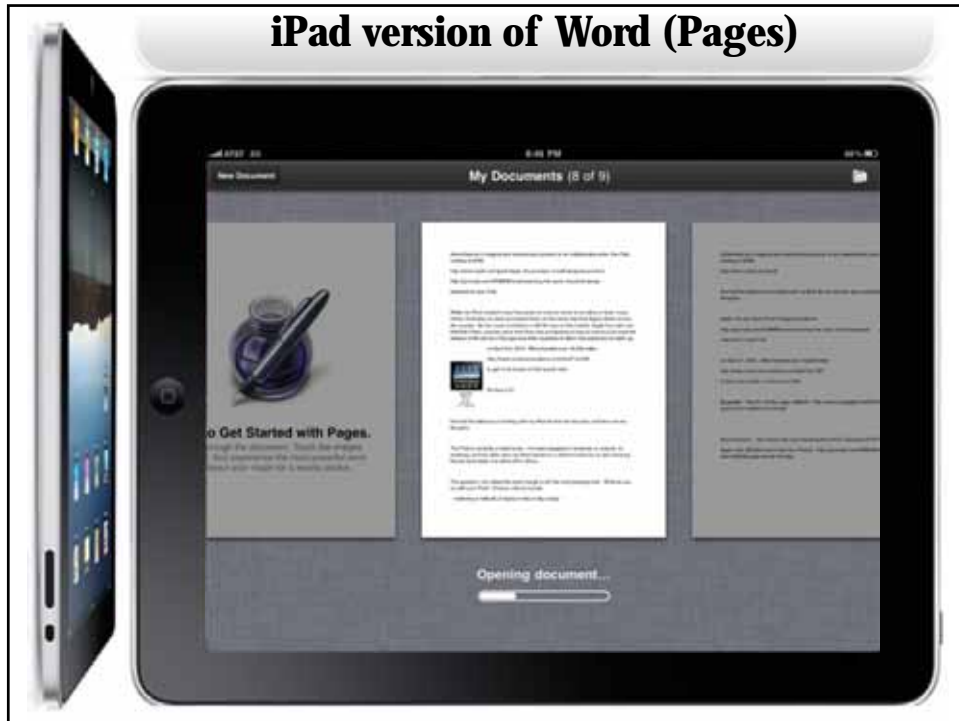




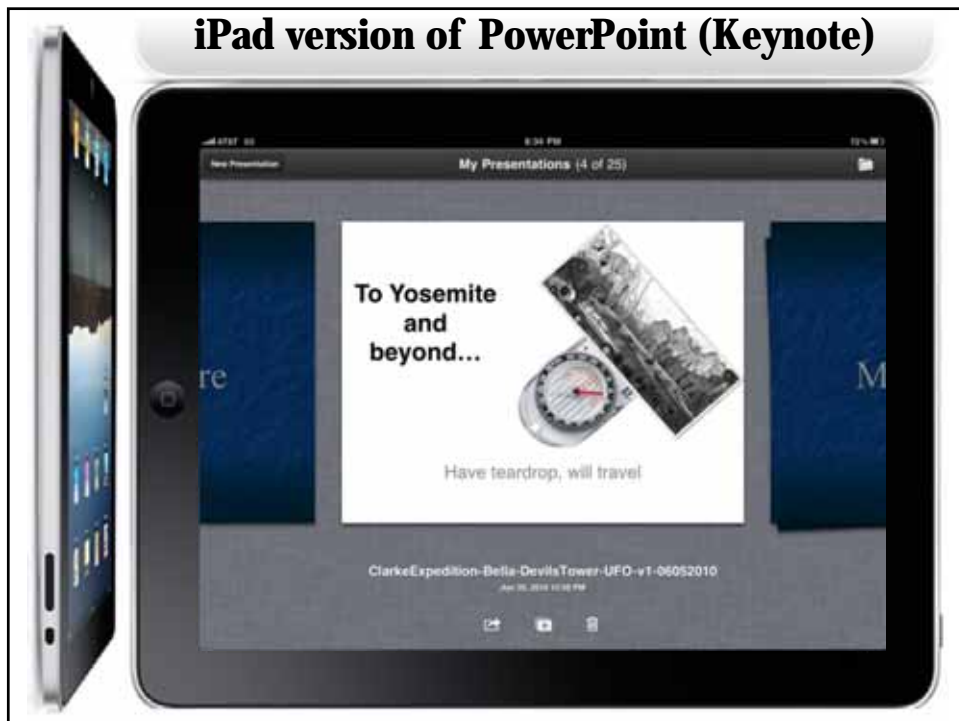


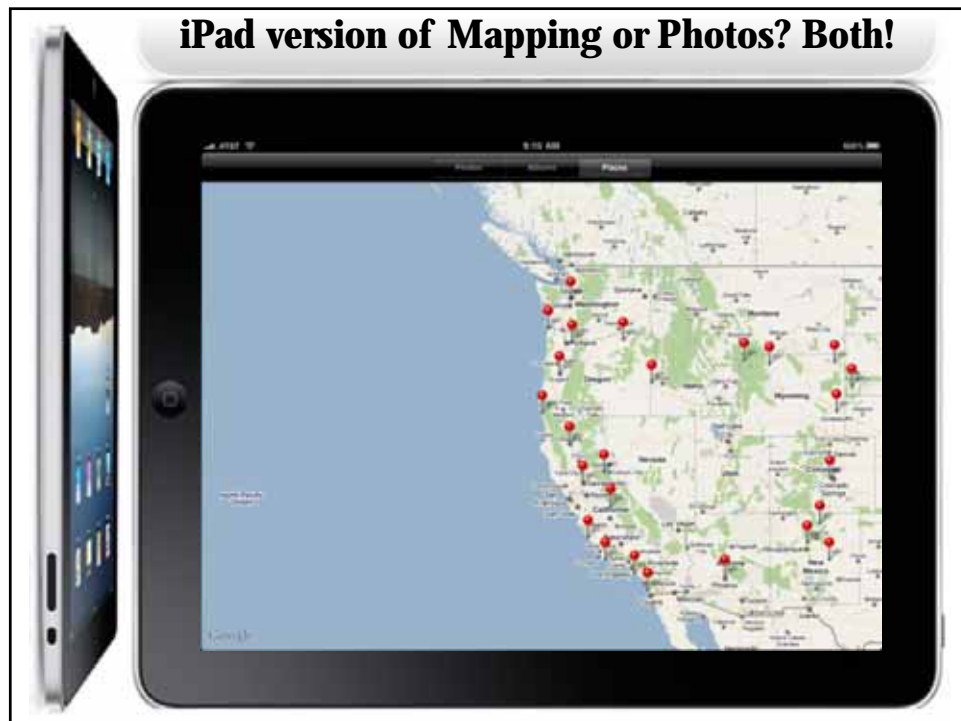


## iPad version of Word (Pages)



## iPad version of PowerPoint (Keynote)



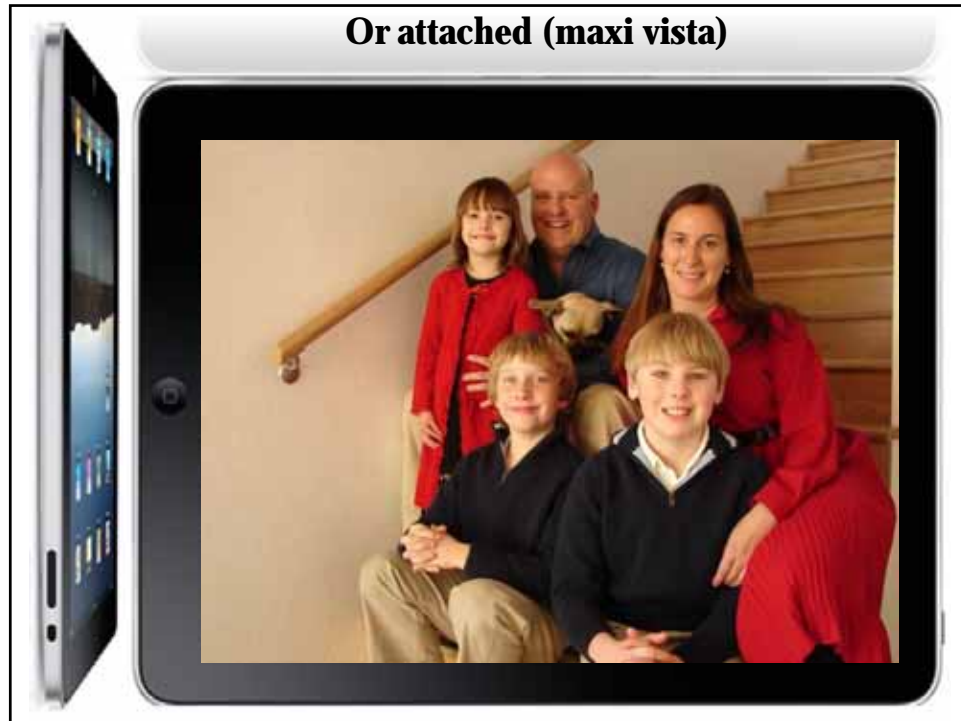


## Great at photos



## Makes a great second screen- stand alone





## Works with some MLS's



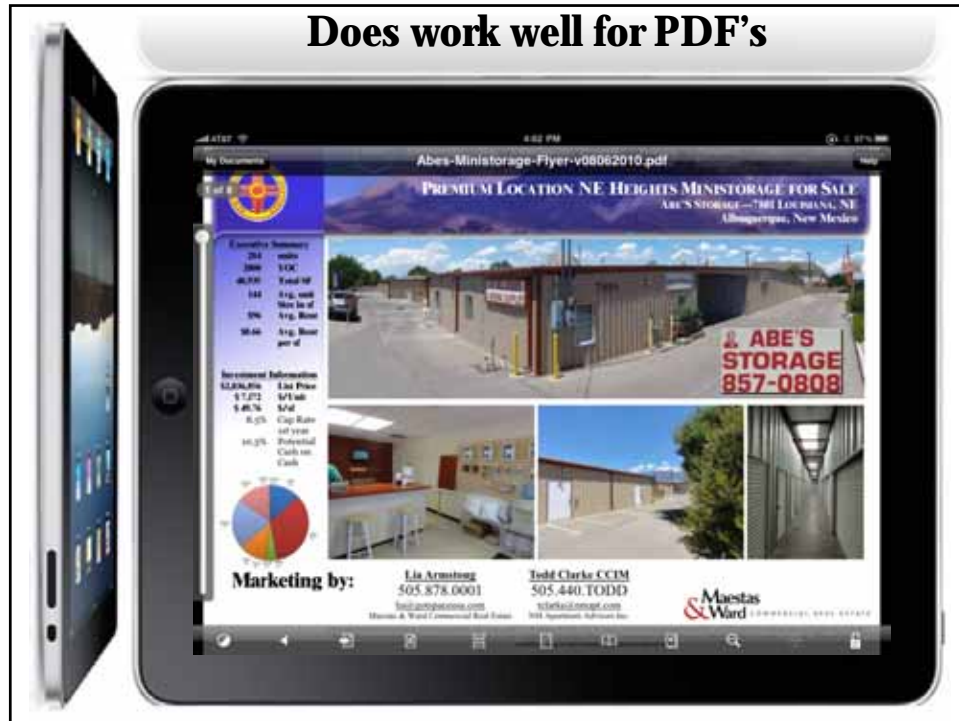
## iPad

- Won't replace your notebook/netbook
- Won't replace your phone
- Won't replace your TV
- Will be great for real estate for:
  - Tours
  - Documents
  - Presentations
  - Mapping

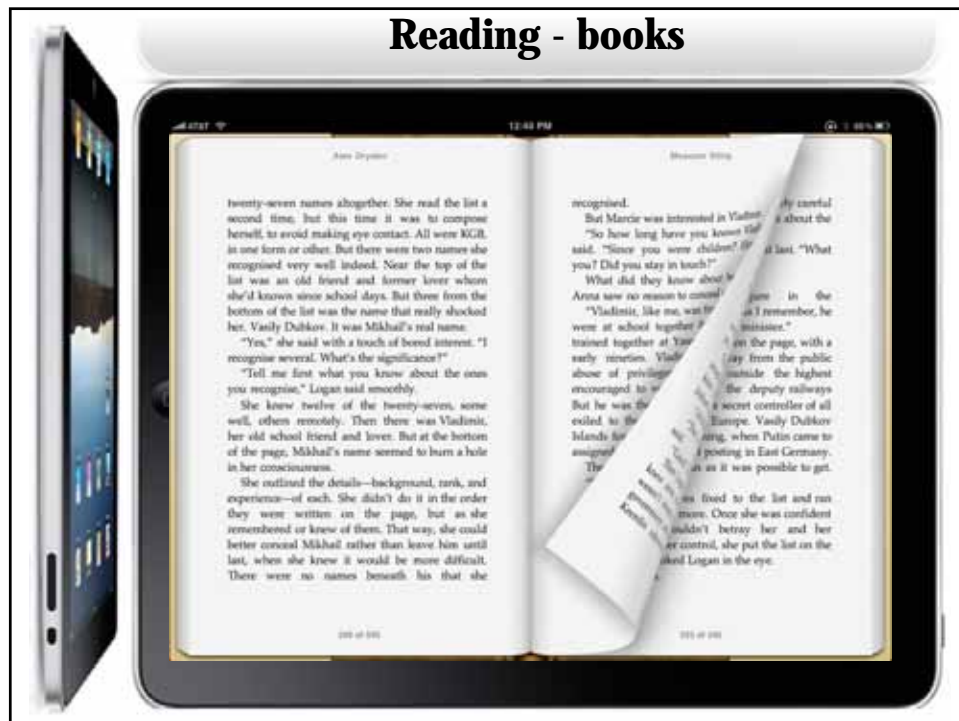




## Does work well for PDF's



## Reading - books



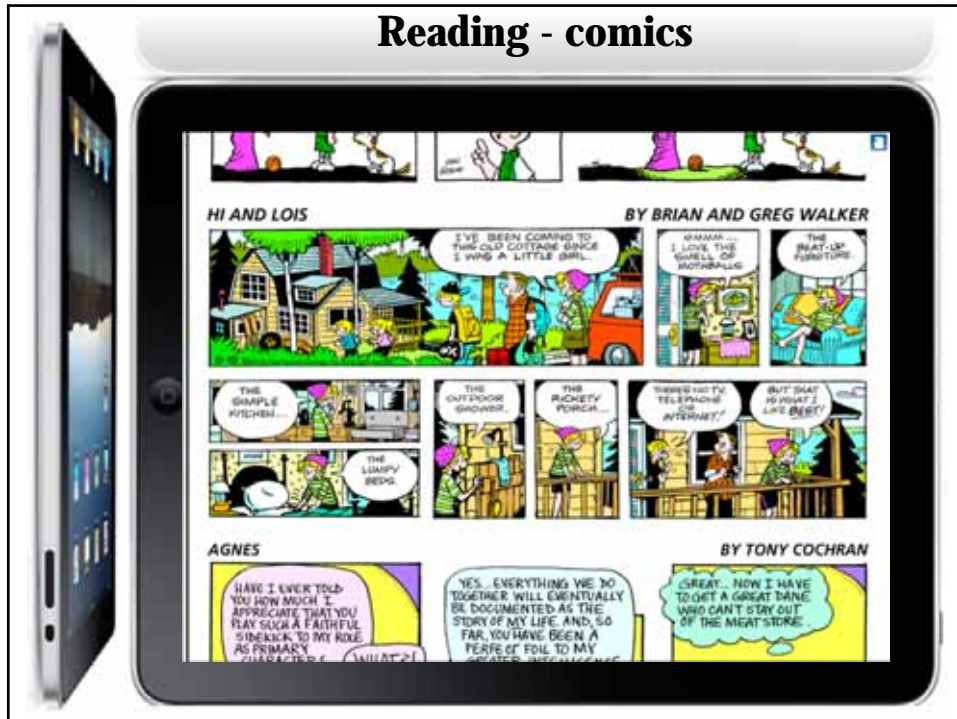
## Magazines on iPad



## Reading – morning paper



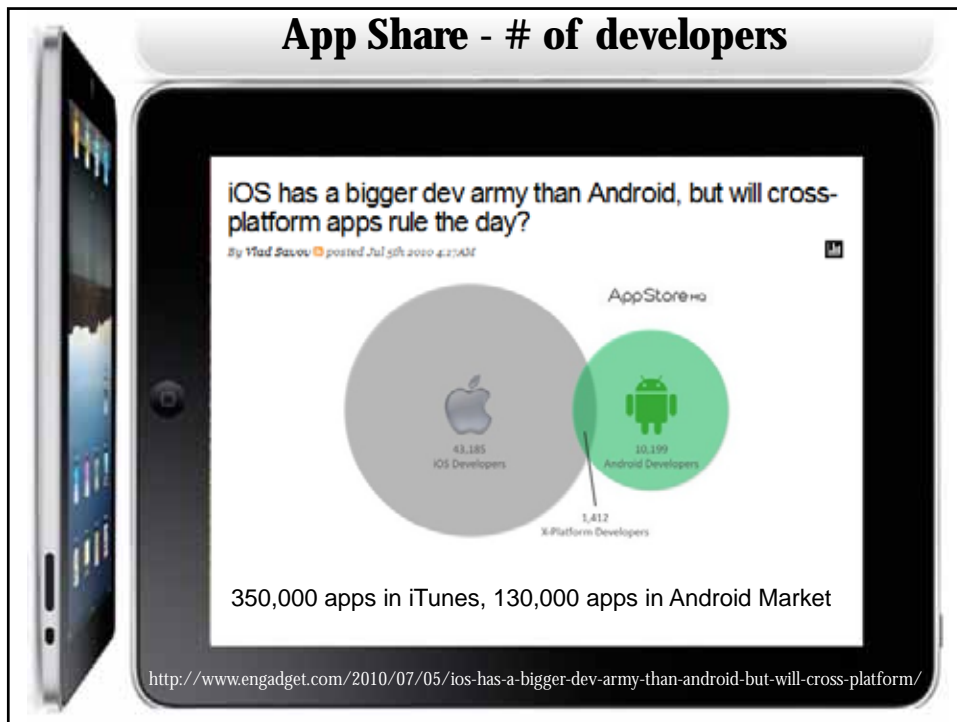
## Reading - comics



## New iOS4 & 5 offers

- Some Printing
- Folders
- Multitasking
- Airplay (to other devices)
- Better connectivity
- More integration with social networking
- Better handling of messages/announcements

## App Share - # of developers



## 30 apps in 45 minutes



**GADGETS**

**AN APP A DAY KEEPS THE DOCTOR AWAY**  
Keep your iPad stocked with apps recommended especially for real estate professionals

APP	PRICE	WHAT IT DOES	HOW I USE IT
Agent Remedy	\$2.99	Reveals travel trends	Looking for the sale of your first home? This app lets you see the most popular areas of the city and helps you decide where to buy.
Business Analyst Online (BAO)	Free	Demographic analysis	Provides a demographic overview of the area and allows you to compare it against other areas. You can identify and compare your market.
DocuSign	Free	Document	Electronic signature into important legal documents.
Dragon Dictation	Free	Dictating documents	Converts your spoken words into text.
Dropbox	Free	Provides access to shared files	Provides a cloud-based solution for sharing files from your computer to your device.
Evernote	Free	Notes taking	An excellent tool for capturing notes and can sync across multiple platforms and devices.
FlightTracker	\$2.99	Tracking upcoming flights	The free version of this app tracks over 10,000 flights and provides updates to your device.
GoodReader	\$4.99	Document PDF management	Good for reading, annotating and highlighting.
Instagram	Free	Management of social media networks	Review and manage your Facebook and Twitter profiles.
Sketch	Free	File presentation	An excellent tool for showcasing clients to job site designs, drafts, and other design-related reports.
Keynote	\$2.99	2-Dimensional Microsoft PowerPoint	The iPad's version of PowerPoint.
Slide	Free/Book purchase only	Reading digital books	Does a fantastic job of keeping all of my iPad device updated with the most recent purchase my iPad can store, and making the best job on each book.
Logan	Free	Searching for location data properties	Provides "logans" allowing users to leave and to add ratings surrounding your current location.
MapPad	Free	Measuring building dimensions	Uses the iPad camera's GPS and gyroscope to build a map to show how your place.
Numbers	\$2.99	Adding Microsoft Excel files	A new tool for putting together financial analysis. I have templates of my budgets, AP/EE, and discounted cash flow spreadsheets.
OptiView	\$2.99	Reading PDF files	Creates, reads and shares PDF files.
Pages	\$2.99	Adding Microsoft Word files	A free and elegant tool for typing letters or notes.
Photograph	Free	Assembling a collage of photos	I've used this tool to take pictures of collage photos, lighting up images of all land parcels.
Scannedocs	\$2.99	Adding Microsoft Office documents	Similar to Numbers, Pages and Keynote, but for the power office user.
Spotify	Free/12.99	Taking credit card orders	Includes a small hardware device that plugs into the headphone port and is able to take credit cards.
Unit Calc	\$2.99	Calculating	If you have your HP 50b or HP50C calculator, this is an excellent replacement.
Wikipedia	Free	Researching	Replaces Wikipedia website for mobile access.
Wordament	Free/12.99	Learning rapid speech	One of the apps I've seen, this one is probably the most impressive. From your iPad/iPhone camera, record a foreign language and it will translate it into English.
Wordpress	Free	Updating blogs and websites	Update photos and content remotely and with great ease.

Not all of these apps can be found in the iTunes store.

FOR CLARIFICATION: I have used the iPad for a long time and I have used the iPad for a long time and I have used the iPad for a long time.

www.entrepreneur.com 62 September 2011

www.entrepreneur.com 63 September 2011

### Why do real estate companies need to consider developing Apps?

- Secure data
- Uniform interface
- Hassle free browsing
- Improved client experience
- Carry content daily
- Less IT issues (which version of HTML, flash, etc.)





**Examples: our firm wrote an app to help calculate property tax values in NM**

- Focus is on adding value to the client
- Ease of access

<http://itunes.apple.com/us/app/taxessor/id419811562?mt=8> or [www.taxessor.com](http://www.taxessor.com)

**Taxessor app**

The screenshot displays the Taxessor app interface on a tablet. The left side contains input fields for property details, and the right side shows the calculated results.

**Input Fields (Left):**

- Property Name: Bank of ASQ
- Address: 5801 Montgomery NE
- Build. Building Size (sq ft): 8000
- Rent Space 1 Size (sq ft): 8000
- Rent Space 2 Size (sq ft): 0
- Total Building Size (sq ft): 8000
- # Apartments: 0
- Land Size (acres): 1.00
- Land Value: \$263,102
- Building Value: + \$424,000
- Total Value: \$687,102

**Results (Right):**

**Cantera Results**

**Property Information**

- Property: Bank of ASQ
- Address: 5801 Montgomery NE
- Building Type: Banks - 1985 & Older
- UPC:
- Rent Space 1 Size: 8000 sq ft
- Rent Space 2 Size: 0 sq ft
- Total Building Size: 8000 sq ft
- # Apartments: 0 units
- Land Size: 1.00 acres
- Land Value: \$263,102
- Building Value: + \$424,000
- Total Value: \$687,102

**Comparable Sales Approach**

- Land Value: \$263,102
- Building Value: + \$424,000
- Total Value: \$687,102



### And there are companies who will make apps for you



### Latest thoughts on iPad can be





## Mobile Internet

- Wi-Fi
- Mi-Fi
- Tethered
- Xcom (global)
- 3g vs. 4g



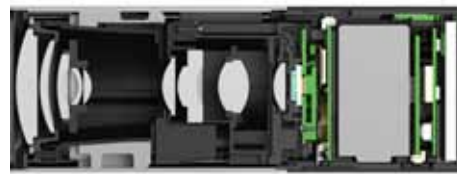
## Camera's

- Look for one with a built in GPS
- Currently recommend Sony's HX5
  - 10 optical zoom
  - Panoramic mode
  - GPS/geocoding
  - Excellent at low light



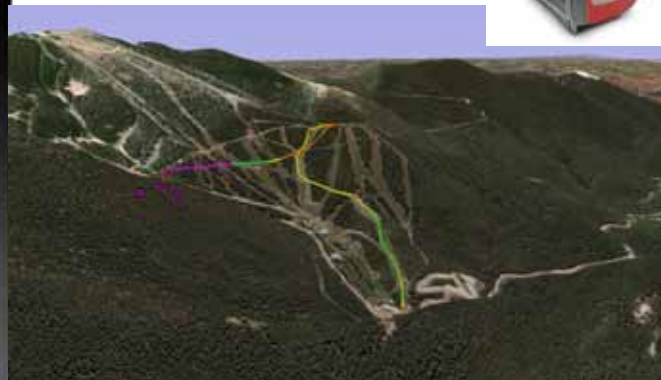
## Light Field Camera

- Lytro



## GPS

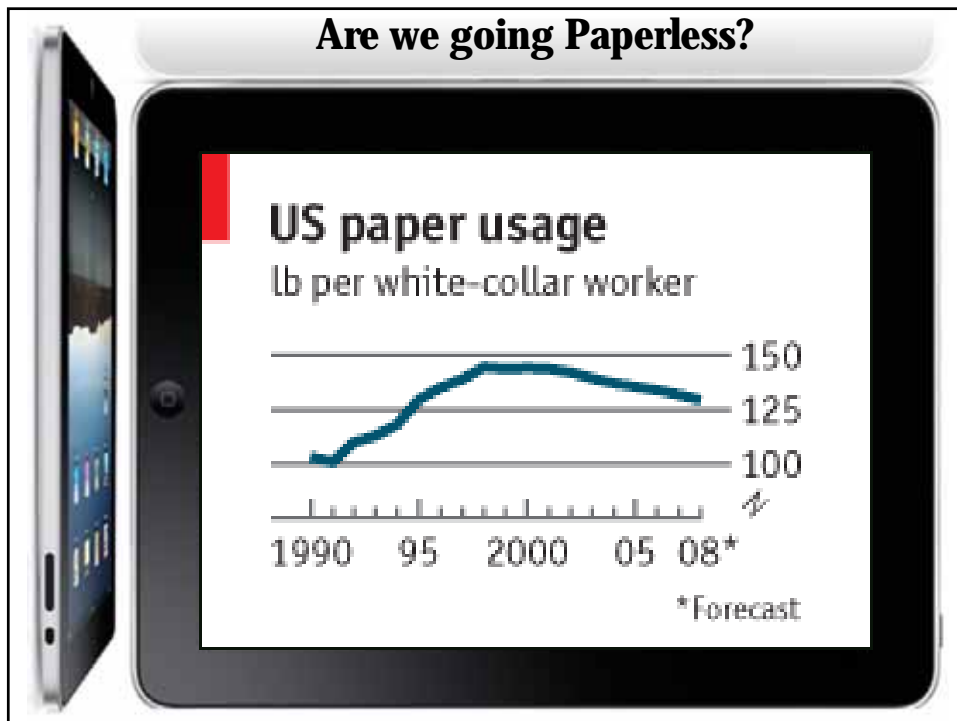
- If not an iPhone, a Garmin Forerunner watch



## Webcams/ remote viewing



## Are we going Paperless?



## The IRR of paperless – 207%

[www.nmapartment.com/tech](http://www.nmapartment.com/tech)

### Assumptions

Hourly Rate = \$	100
Projected Savings =	2.5%
Hours saved per week =	1

n	\$
0	\$ (2,500) Purchase of computer, large monitor, scanner, jfax service, adobe acrobat
1	\$ 5,200 your hourly rate x 2,080 hours x projected savings *
2	\$ 5,200 your hourly rate x 2,080 hours x projected savings *
3	\$ 5,200 your hourly rate x 2,080 hours x projected savings *
4	\$ 5,200 your hourly rate x 2,080 hours x projected savings *
5	\$ 5,200 your hourly rate x 2,080 hours x projected savings *

\* it would be appropriate to include reduction in staff time and storage space

IRR = 207%

\*\* now multiply this times the number of agents / staff in your firm

## Going Paperless – tools of trade

- More than one monitor
- Scanner
- Adobe Acrobat (more than reader)
- eFax or jFax
- Virtual closing room?
- process







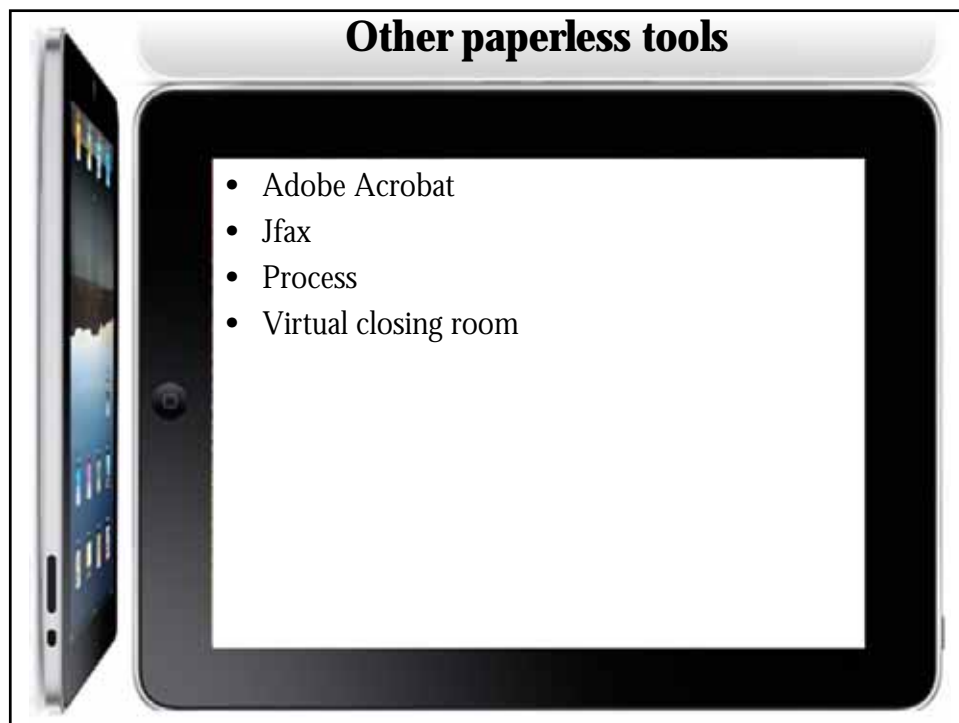
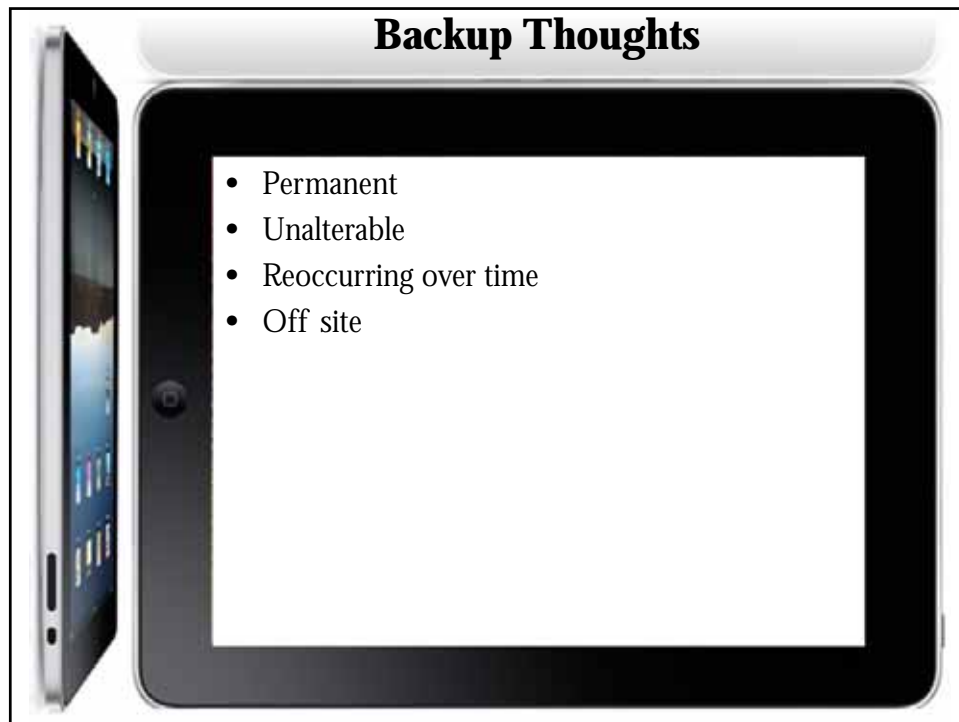
**In fact, you can never have enough monitors!**



## **Backup Devices**

- Variety of formats





## Data Organization

- Organize by frequency of data
- Top of the list – daily
- Bottom of the list – archive s - quarterly

0-Data-Day2Day  
 1-NMApartmentAdvisors  
 2-AAA  
 3-CCA  
 4-SpecialProjects  
 5-Teaching  
 6-CasitasClarke  
 7-Paper  
 8-Clarkes  
 9-VolunteerEfforts  
 10-Research-Day2Day  
 11-Research-NMAA  
 12-Research-AAA  
 13-Research-CCA  
 15-Research-Teaching  
 16-Research-CasitasClarke  
 20-Archives-Day2Day  
 21-Archives-NMAA  
 22-Archives-AAA  
 23-Archives-CCA  
 24-Archives-SpecialProjects  
 25-Archives-Teaching  
 26-Archives-CasitasClarke  
 27-Archives-Paper  
 28-Archives-DTC  
 29-Archives-VolunteerEfforts  
 40-MiscDirectories  
 50-DVD2Make

## My current work and personal data

- Totals 71.7 gigabytes
- Doesn't include music (60 gigs), movies (300 gigs), or hi res photos (16 gigs)

D:\Data

Top List

21-Archives-NMAA	11.4 GB
23-Archives-CCA	10.7 GB
8-Clarkes	10.5 GB
Photos	9.00 GB
5-Teaching	4.13 GB
1-NMApartmentAdvis...	4.10 GB
0-Data-Day2Day	3.41 GB
3-CCA	3.39 GB
25-Archives-Teach...	2.24 GB
11-Research-NMAA	1.98 GB
Others	9.00 GB



## Virtual Closing Rooms

### Online Virtual Closing Room

NM Apartment Advisors has pioneered technologies use in commercial real estate – and the latest tool they've brought online for its clients is a online virtual closing room – this closing room allows buyers, sellers, title companies, buyer's agents, lender's and attorneys to all have access to the same information – purchase agreements, addendum's, modifications, inspections, due-diligence reports, closing statements, and each party to the transaction can upload files to share with all other parties who receive a notification of recently updated files and changes to the timeline.

Basic Property Info can be found here

A timeline of events between now and closing

A list of all parties involved in the transaction is here.

The screenshot shows the NM Apartment Advisors Virtual Closing Room interface. It features a sidebar on the left with property details, a main area with a calendar timeline of events, and a bottom section with a list of parties involved in the transaction.

NM Apartment Advisors creates each virtual closing room assigning each of the parties in the transaction secure access to the Virtual Closing Room.

By providing simultaneous access to documents, we can expedite closing and minimize long distance fax or over night fedex/ups charges.

This also allows you to check on the status of your deal 24/7/365.

Closing timeline with milestones on calendar here

List of files uploaded – as you upload a file, you select who gets to view it.

## Or a Blog or content management tool

### Recommended Blog tool – Wordpress:

#### CONFESSIONS OF A COMMERCIAL REAL ESTATE CONSULTANT

FROM BRICKS AND MORTAR TO CLICKS AND RIPS

FROM BRICKS AND MORTAR TO CLICKS AND RIPS

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www.canteraconsultants.com



## Paperless Reading

- Nook
- Kindle Fire
- iPhone
- Kindle 2
- Kindle DX
- Nook
- Sony eReader
- Apple iPad



## What to look for in an eReader



- Reads PDF files
- Widest range of books
- Compatible "app" for your phone
- Direct download of books
- Keyboard search
- Ability to take notes
- Sync to computer
- Know you are locked in

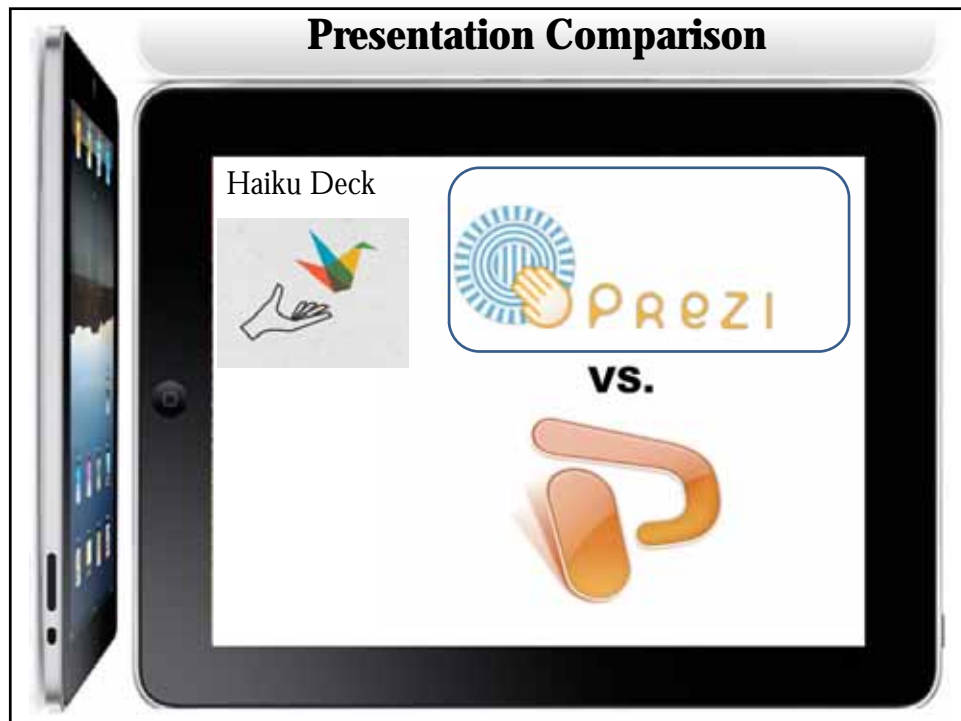
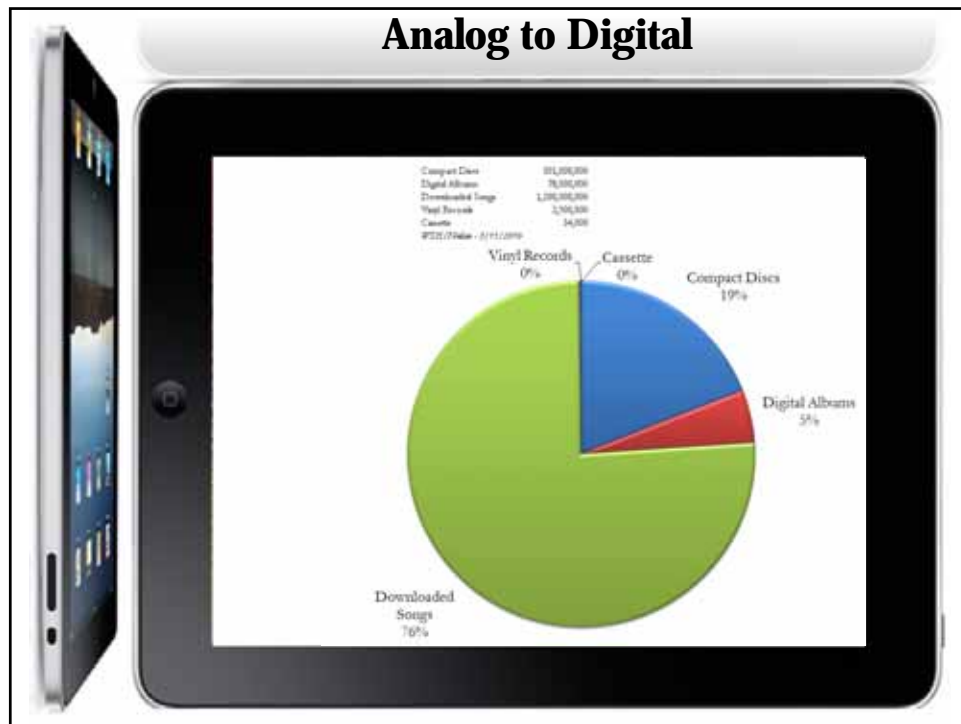
## The cost of analog vs. digital books



	Hardcover	Ebook
Price you pay	\$26	\$12.99
Printing, storing, shipping	-\$3.25	X
Design, typesetting, copyediting	-\$0.80	-\$0.50
Marketing	-\$1	-\$0.78
Author payment	-\$3.90	-\$3.25
Bookseller	-\$13	-\$3.90
Publisher's take	\$4.05	\$4.56

<http://gizmodo.com/5482774/how-much-it-actually-costs-to-publish-an-ebook-vs-a-real-book>

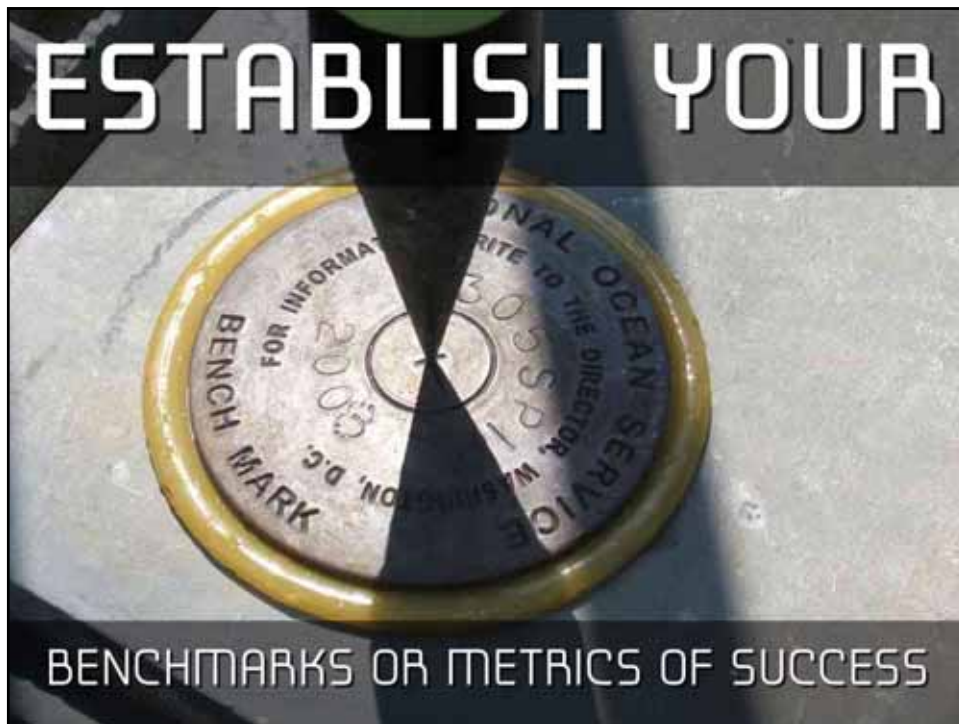
	EVERNOTE	Dropbox	Office 365	iCloud	Google	amazon
Features and use	Sync notes and multimedia across devices and services using your account.	Sharing features allow clients to access large files. Automatically syncs your changes across your enabled devices. Leave off on one computer, pick up on another.	Adds cloud-based features to Microsoft Office applications for easier sharing and teamwork.	Syncs documents, calendars, contacts and media files between PCs, Macs and iOS devices. Change a contact or appointment on one device, it updates on all the others.	Open over 30 file types. Drag-and-drop small or large files directly into your Google Drive. Collaborate and share with other users.	Store your personal media and documents on Amazon's secure servers and access them any time with your Amazon account.
Pros	Features companion apps for contacts, food and more.	Easy to use through the Web, mobile, or desktop application.	No software to update. Simple subscription pricing.	Syncing is automatic. Support baked in to all new Apple hardware.	5 GB of free storage; Google supported.	Digital music purchased through Amazon stored in your cloud drive without counting against your free space.
Cons	Not as useful for storing materials like documents or presentations.	Expensive upgrades.	Editing or viewing on a mobile device requires Windows Phone.	E-mail setup on Windows may cause sync issues.	5 GB can be filled with photos, videos, and documents pretty quickly.	Lacks integration into other devices.
App support	iOS, Android, Mac and PC	iOS, Android, Web and PC	Windows Phone, iOS, Android and BlackBerry	All Apple devices and Windows plug-in	iOS, Android and Web	Web and desktop app.
Pricing	Free; paid version has upgraded features	2 GB: Free 50 GB: \$98/year 100 GB: \$199.00/year	Plans range from \$4 to \$20 per month	Account = 5 GB: Free 15 GB: \$20/year 25 GB: \$40/year 55 GB: \$100/year	5 GB free. 25 GB: \$2.49/month 100 GB: \$4.99/month	5 GB free. Upgrades available at \$1/GB per year.
Additional Info	<a href="http://www.evernote.com">www.evernote.com</a>	<a href="http://www.dropbox.com">www.dropbox.com</a>	<a href="http://www.microsoft.com/en-us/office365">www.microsoft.com/en-us/office365</a>	<a href="http://www.apple.com/icloud">www.apple.com/icloud</a>	<a href="http://drive.google.com">drive.google.com</a>	<a href="http://www.amazon.com/Amazon+Cloud">www.amazon.com/Amazon+Cloud</a>





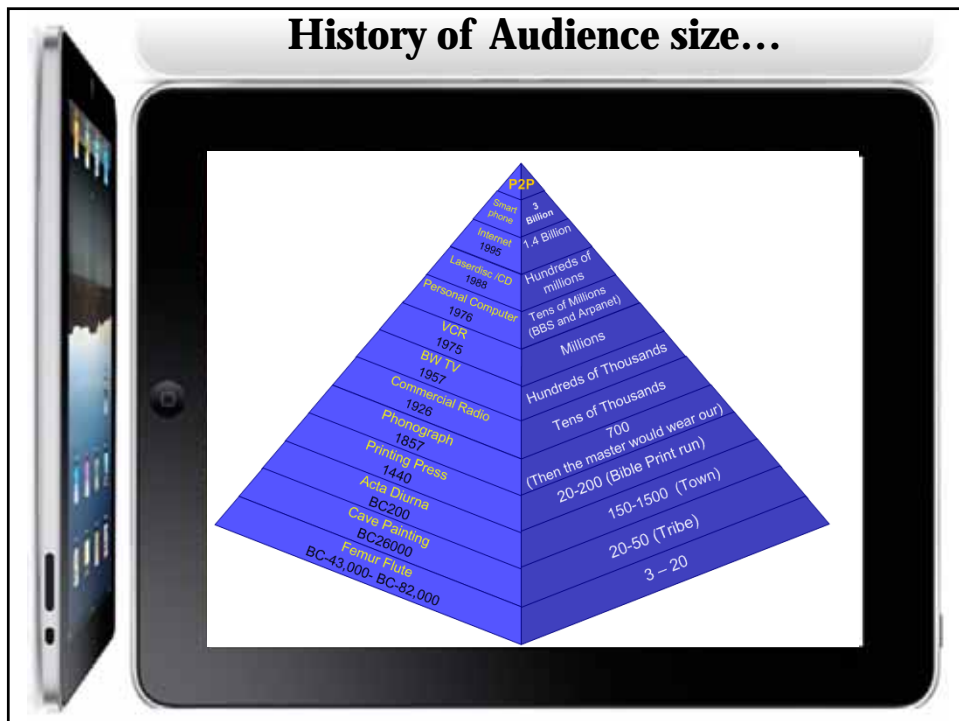


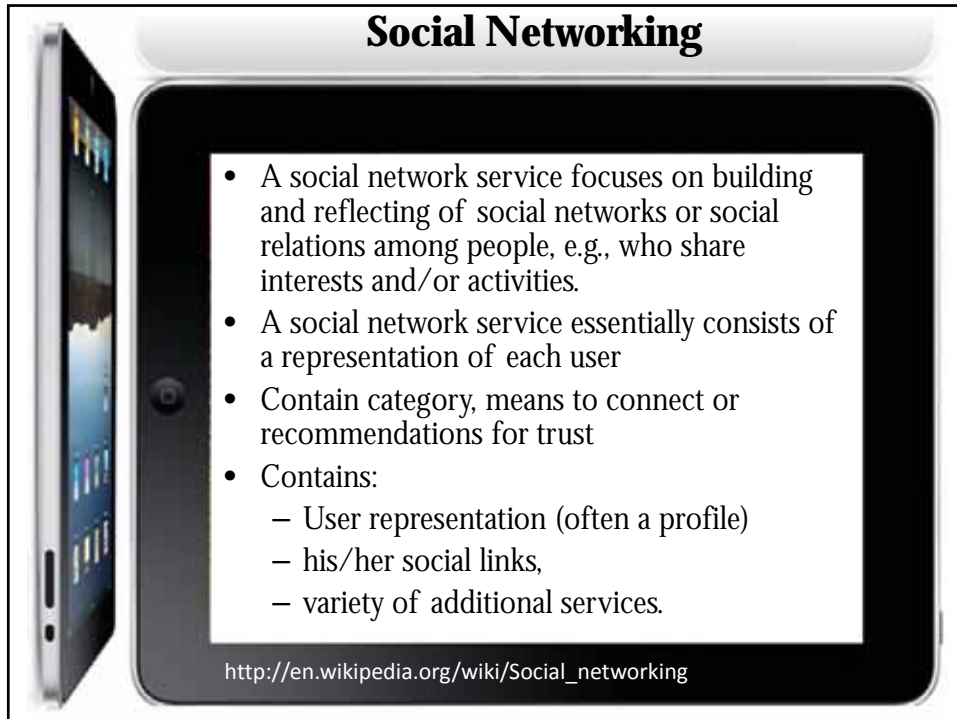








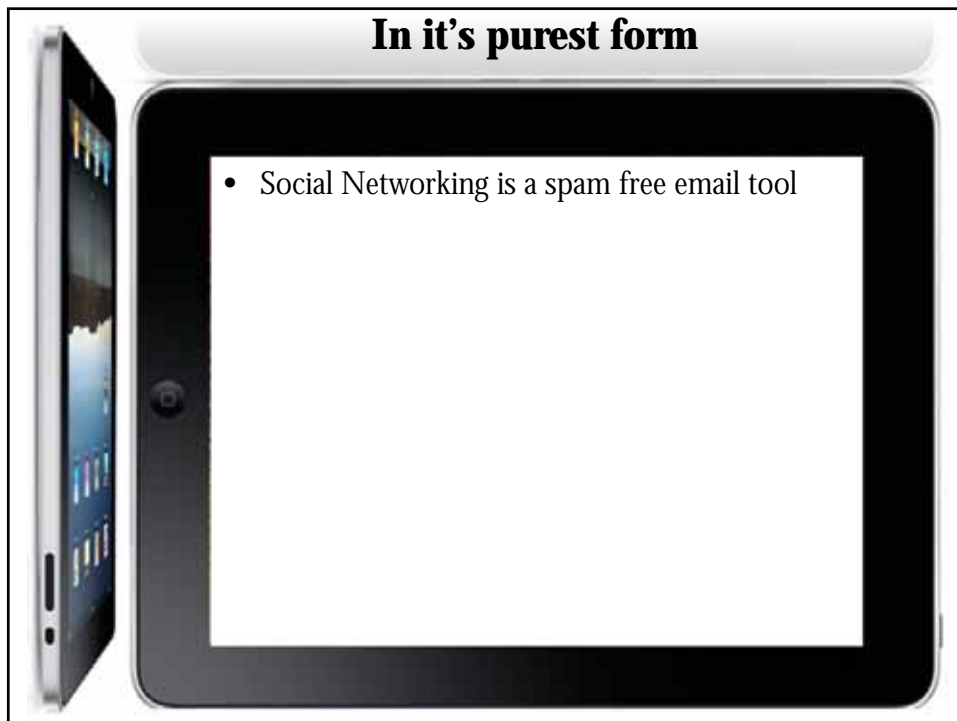


A graphic of a tablet with a list of bullet points and a URL. The tablet is shown from a side-on perspective, with the screen displaying the content. The background is a light gray gradient.

### Social Networking

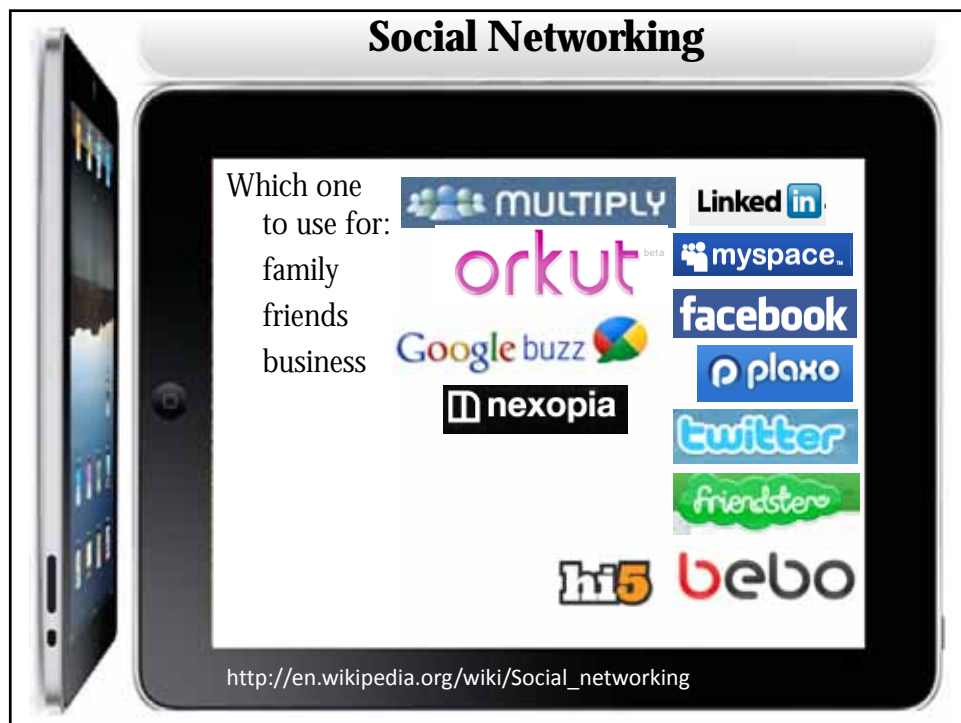
- A social network service focuses on building and reflecting of social networks or social relations among people, e.g., who share interests and/or activities.
- A social network service essentially consists of a representation of each user
- Contain category, means to connect or recommendations for trust
- Contains:
  - User representation (often a profile)
  - his/her social links,
  - variety of additional services.

[http://en.wikipedia.org/wiki/Social\\_networking](http://en.wikipedia.org/wiki/Social_networking)

A graphic of a tablet with a single bullet point. The tablet is shown from a side-on perspective, with the screen displaying the content. The background is a light gray gradient.

### In it's purest form

- Social Networking is a spam free email tool





## Facebook is approaching

- 800,000,000 users
- 1 in 5 people on the internet

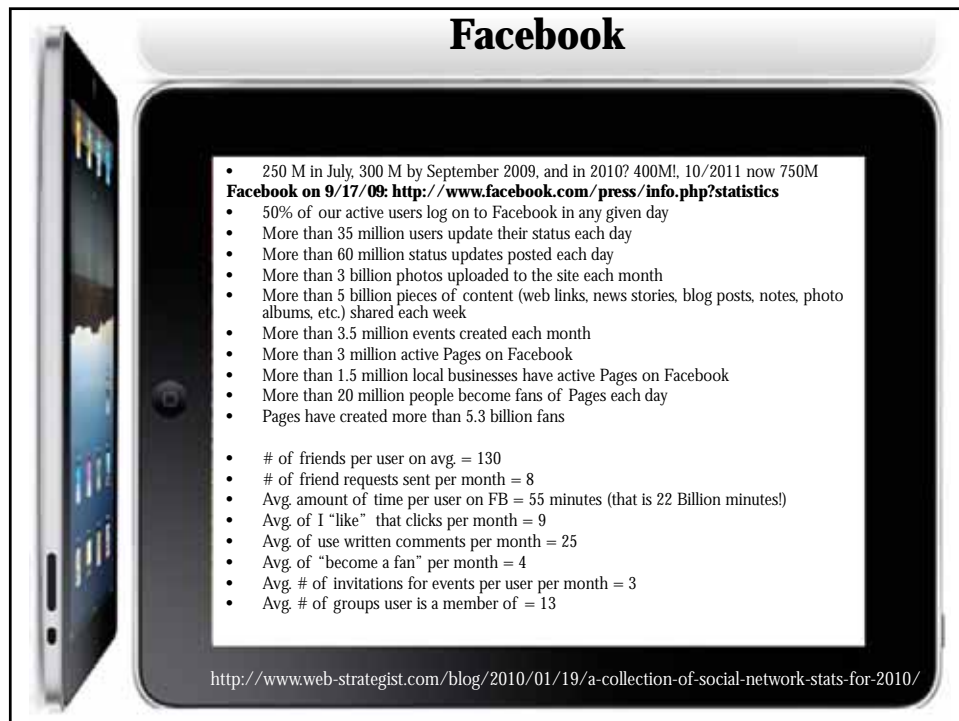
## Social Networking Market Share

### Top 20 Social Networking Websites

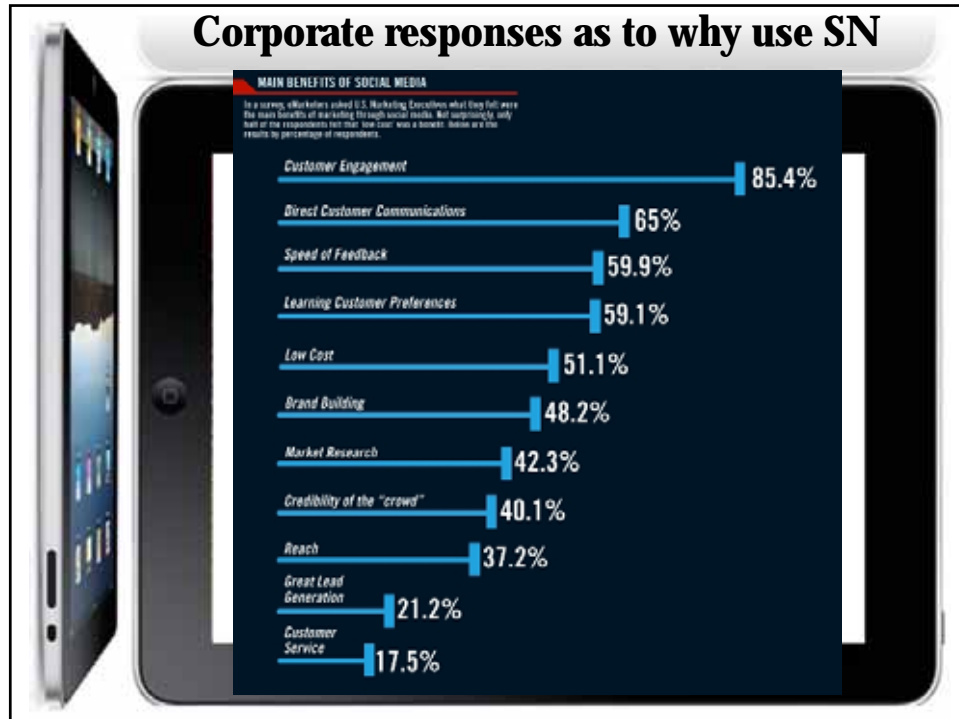
The following report shows websites for the industry 'Computers and Internet - Social Networking and Forums', ranked by Visits for the week ending 02/06/2010.

Rank	Website	Visits
1.	Facebook	49.64%
2.	MySpace	15.82%
3.	YouTube	14.85%
4.	Tagged	1.24%
5.	Yahoo! Answers	1.12%
6.	Twitter	1.10%
7.	Yahoo! Profiles	0.80%
8.	Meebo	0.60%
9.	myYearbook	0.57%
10.	Windows Live Home	0.53%
11.	Classmates	0.30%
12.	LinkedIn	0.27%
13.	MocoSpace	0.27%
14.	Yahoo! Groups	0.26%
15.	Club Penguin	0.20%

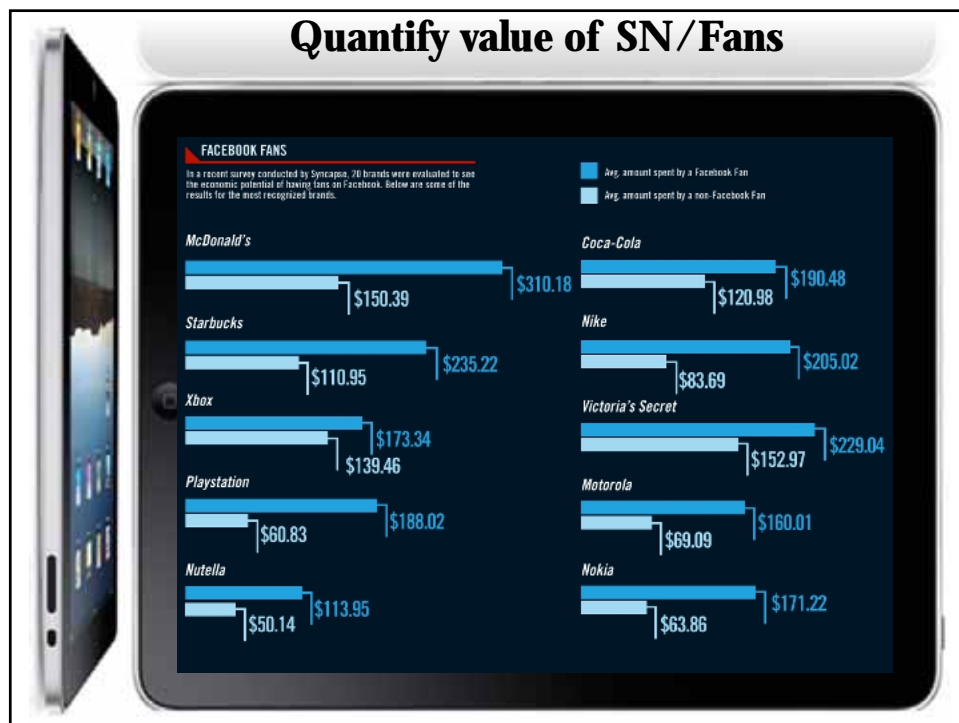




## Corporate responses as to why use SN



## Quantify value of SN/Fans



## Its part SEO, part sales...

- Add value!



## Be genuine...

- And authentic



## Why fans?

- Facebook

Fans are 28% more likely than non-fans to continue using the brand.

28%

Fans are 41% more likely than non-fans to recommend a fanned product to their friends.

41%

## Can you be too successful?

### Pool Party Out of Control Due to Facebook

Estimated 2,000 Show Up at Apartments

By STEVEN K. PAULSON  
The Associated Press

FORT COLLINS, Colo. — An apartment complex near Colorado State University that used Facebook to advertise "the biggest pool party of the year" got more than it bargained for — at least 2,000 people, most of them college students, showed up. It wasn't long before the police followed.

Four people, including two CSU football players, were arrested at the Fort Collins apartment complex on Saturday.

Ten people were taken to the hospital, most of them for overconsumption of alcohol or minor injuries.

"Some people came from as far away as Denver for this back-to-school party," Fort Collins police Lt. Hal Dean said on Monday.

The party's Facebook page had nearly 3,000 registered people.

Dean said police estimated at least 2,000 people showed up at the complex about 65 miles north of Denver. Officers had to shut down surrounding streets while they cleared the



Tyson Rieckhase looks for his missing bandana amid beer cans, broken glass and discarded clothing around a pool at the Rams Pointe apartment complex in Fort Collins, Colo. A huge party got out of control at the complex.

The use of social networks such as Twitter and Facebook to spread word of everything from parties to freedom movements has increased exponentially in recent months.

In some cases, the events have led to street trouble.

jumping on a squad car. In Fort Collins, firefighters and ambulance crews said police of the out-of-control party at the Rams' Pointe apartment complex.

Dean said police weren't monitoring the Facebook party site — something some police agencies have begun to do after social media was used by rioters in England to organize looting and by organizers of so-called flash mobs in several U.S. cities.

The apartment complex did not respond to telephone calls seeking comment Monday.

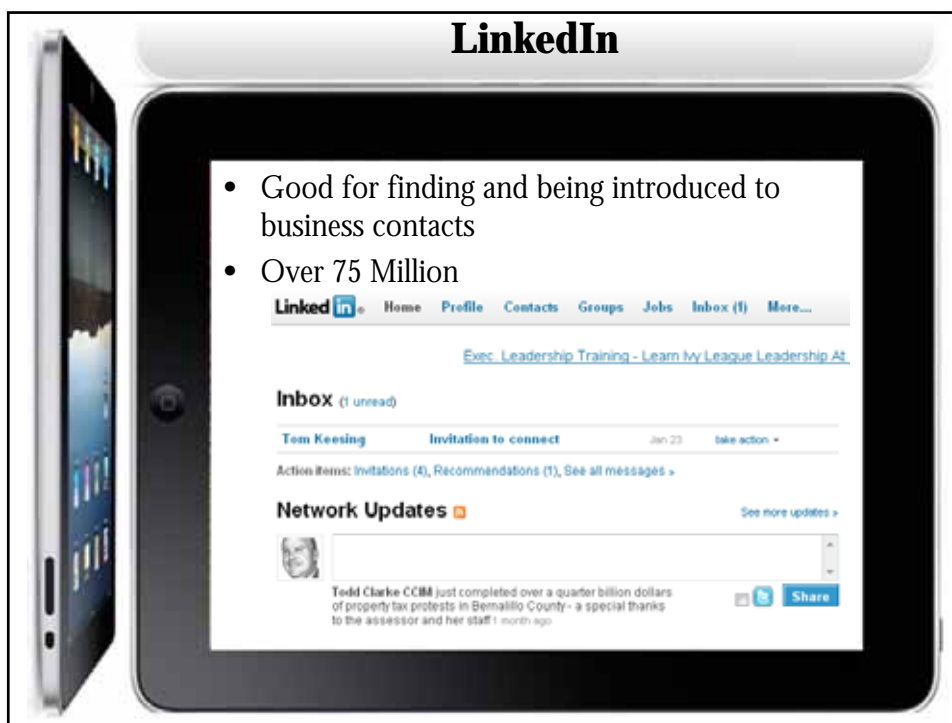
Police said complex management could be cited under the city's nuisance gathering ordinance.

Police said Monday that James Skelton, 21, was cited for third degree assault. The charges were related to a fight. Zachary Tiedgen, 21, was cited for disorderly conduct.

Two others were charged.

Skelton is a linebacker and Tiedgen, a defensive end on the CSU Rams football team, assistant athletic director Gary Orello said. Head coach Steve Fairchild refused comment and said the incident is under investigation.

Orello said the athletic department has a strict social media policy that warns players not to post anything to embarrass the team.



## Twitter

- 140 character blog (like txt'ing)

### US Adult Twitter Users, 2008-2010 (millions and % of adult internet users)

2008	6.0 (3.8%)
2009	12.1 (7.4%)
2010	18.1 (10.8%)

Note: ages 18+; Internet users who access Twitter via any platform at least monthly  
Source: eMarketer, April 2009

102701

<http://www.emarketer.com/Article.aspx?R=1007059>

## Business Forecasting using Twitter

The screenshot shows a BBC News article from April 2009. The article discusses how a computer system analyzed 2 million tweets to predict the box office success of the movie 'Avatar'. The system predicted a gross of \$200 million, which was very close to the actual gross of \$210 million. The article also mentions that the system was able to predict the success of other movies like 'The Chronicles of Narnia' and 'The Dark Knight Returns'.

**Twitter used to predict box office hits**

By Jonathan Miller  
Technology reporter, BBC News

The computer system analysed 2 million messages - broken as follows - about 25 minutes, including Avatar.

They found the rate at which messages were produced could be used to accurately predict the box office ratings before the film opened.

Further analysis of the content of the messages made predict ongoing success.

"The predictions were incredibly close," Bernardi Hildebrandt, head of the social computing lab at MIT, told BBC News.

For example, the team, the system predicted that Avatar would gross \$200 million. The film actually made \$210 million.

**44** Word of mouth builds audience  
Twitter  
Avatar's success was predicted by the system.

<http://news.bbc.co.uk/2/hi/technology/8612292.stm>



## Twitter is like a CB radio



## Klout



## Listen using TweetDeck



## Manage using Hootsuite



## Plaxo

- 20 Million users
- Great for keeping track of business cards/contacts
- Owned by Comcast (paid \$7/user)



[http://news.cnet.com/8301-13953\\_3-9944352-80.html](http://news.cnet.com/8301-13953_3-9944352-80.html)

## Apple's Ping



## Even the kids have...Club Penguin

- 12+ Million users
- Bought by Disney for about \$29/user (2007)
- About 10% are paid members \$59.95 a year = GSI of \$6/user



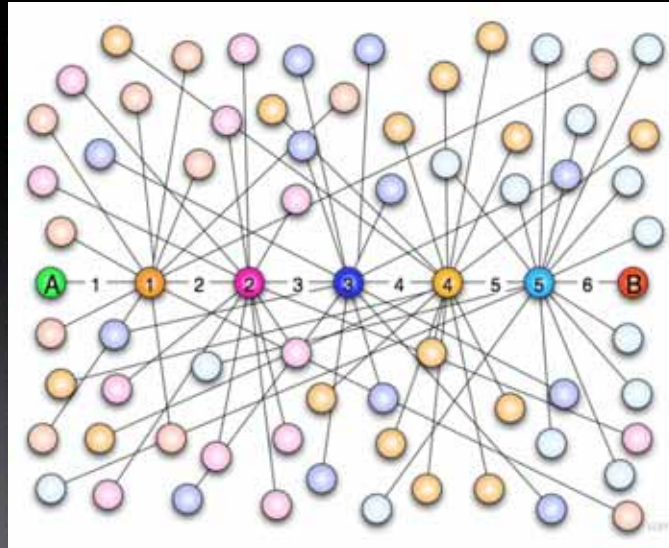
<http://techcrunch.com/2007/08/01/disney-acquires-club-penguin/>

## Club Penguin

- 20 Million users
- Great for keeping track of business cards

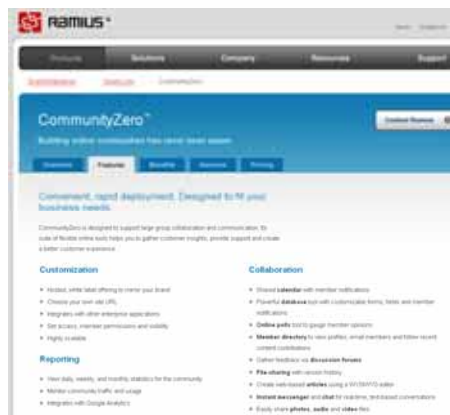


## Social Networks – what are they really about?



## And reforming our conception of community

Including do-it-yourself community networks





## It's a matter of numbers

And some people are buying friends and fans...

The screenshot shows the 'usocial' website. The header includes the logo and navigation links: HOME, ABOUT US, SERVICES, RESOURCES, BLOG, and CONTACT. The main content area features a 'services' section with links to 'Facebook Marketing Services', 'Twitter Marketing Services', and 'YouTube Marketing Services'. A prominent banner advertises '25% OFF TWITTER MARKETING! SERIOUSLY BOOST YOUR TWITTER FOLLOWING RIGHT NOW!' with a 'Hurry! Discount available for one week only!' note. Below this, there's a section for 'facebook marketing services...' with text explaining the benefits of buying followers. At the bottom, there are two large buttons: 'BUY FACEBOOK FRIENDS' and 'BUY FACEBOOK FANS', each with a 'social media' tag.

## Where do people go for?

- Questions:

Question Type	Percent	Example
Recommendation	29%	Building a new playlist – any ideas for good running songs?
Opinion	22%	I am wondering if I should buy the Kitchen-Aid ice cream maker?
Factual knowledge	17%	Anyone know a way to put Excel charts into LaTeX?
Rhetorical	14%	Is there anything in life you're afraid you won't achieve?
Invitation	9%	Who wants to go to Navya Lounge this evening?
Favor	4%	Needing a babysitter in a big way tonight... anyone??
Social connection	3%	I am hiring in my team. Do you know anyone who would be interested?
Offer	1%	Could any of my friends use boys size 4 jeans?

<http://gigaom.com/2010/02/22/what-do-people-ask-their-social-networks/>



## Hands on

- In your group, perform a S.W.O.T. analysis of social networking
- (S.W.O.T. = strengths, weaknesses, opportunities, threats)
- Be prepared to present the following:
- What are the benefits of using social networking for the business professional?
- What are the pitfalls of using social networking?



## So what are people using FB for?

- Book promotion
- Listing promotion (doesn't work well)
- Hookups
- Building a sense of community
- Supplementing their blogs



## Trade Association Communication



Kelle Senyé  
Executive Director

- "I'm sure you've heard the same pushback that I do, that it's "too time consuming" or "trendy."
- Last week, she posted something about "Marketing Multifamily Properties in Rural Areas." I thought it would be a great offering for AANM, so I asked her to contact me when she was ready to teach it. Today we signed the agreement to offer the class in November via WebEx!
- We have been trying to extend the same benefits that ABQ and Santa Fe have with education to our outlying communities – the Clovis, Silver City, Farmington's of the state. I never would have known about her class, had it not been for the fact that we are connected on Facebook.
- I would encourage anybody to spend time daily networking through these various sites. I have found several ways to link my accounts together – including using tools like TweetDeck to alleviate the need to repost in several areas. And any time I can find an article that I think would be useful (having been a property manager, those are the easiest for me to spot) it's an easy way to share it – and appear the "authority" on the matter."

## Apartment Communities



## Connect with old friends

- and hear their amazing stories



## Real Estate Advertisement



## Matching Antiques...



## with their owners.

- Posted on fb
- 30+ posts/responses
- Found owner in less than 30 minutes
- Thought his mom had it stored in her closet...
- She donated it!



## Promotion of books & events



## CCIM Chapter promotion of meeting



## Social Etiquette





## Remember its all public!

### Facebook used to nab divorce-court liars



**Matthews & Matthews**

DAVID ZALUCOWSKI/ASSOCIATED PRESS

Denver-based divorce attorneys Leslie, left, and Ken Mat, right, estimate that one in 10 of their cases involves evidence plucked from social networking sites.

• **Lawyers routinely check websites, find incriminating photos and comments**

By LEANNE ITALIAE  
The Associated Press

**F**orgot to de-friend your wife on Facebook while posting vacation shots of your mistress? Her divorce lawyer will be thrilled.

Over-sharing on social networks has led to an overabundance of evidence in divorce cases. The American Academy of Matrimonial Lawyers says 81 percent of its members have used or faced evidence plucked from Facebook, MySpace, Twitter and other social networking sites, including YouTube and LinkedIn, over the past five years.

"Oh, I've had some fun ones," said Linda Lea Viken, president-elect of the 1,600-member group. "It's very, very common in my new cases."

Facebook is the leader for turning virtual reality into real-life divorce drama, Viken said. Sixty-six percent of the lawyers surveyed cited Facebook as the source of online evidence, she said. MySpace followed with 15 percent, followed by Twitter at 5 percent.

About one in five adults uses Facebook for flirting, according to a 2008 report by the Pew Internet and American Life Project. But it isn't just kooky pix with the mistress (or mistresses) that show up as evidence. Think of that forcing son to de-friend mom, bolstering her alienation-of-affection claim against him.

"This sort of evidence has gone from nothing to a large percentage of my cases coming in, and it's pretty darn easy," Viken said. "It's like, 'Are you kidding me?'"

See **FACEBOOK** on **PAGE E5**

### Facebook used in divorces

from **PAGE E1**

Neither Viken, in Rapid City, S.D., nor other divorce attorneys would besmirch the attorney-client privilege by revealing the identities of clients, but they spoke in broad terms about goods they've encountered.

• Husband goes on Match.com and declares his single, childless status while seeking primary custody of said nonexistent children.

• Husband denies anger-management issues but posts on Facebook in his "write something about yourself" section: "If you have the balls to get in my face, I'll kick your ass into submission."

• Father seeks custody of the kids, claiming (among other things) that his ex-wife never attends the events of their young ones. Subpoenaed evidence from the gaming site World of Warcraft tracks her there

with her boyfriend at the precise time she was supposed to be out with the children. Mom loves Facebook's Farmville, too, at all the wrong times.

• Mom denies in court that she smokes marijuana but posts pot-smoking photos of herself on Facebook.

The disconnect between real life and online is hardly unique to partners de-coupling in the United States. A DIY divorce site in the United Kingdom, Divorce-Online, reported the worst "Facebook" appeared late last year in about one in five of the petitions it was handling. (The company's caseload now amounts to about 7,000.)

Divorce attorneys Ken and Leslie Matthews, a husband-and-wife team in Denver, don't see quite as many online gems. They estimated one in 10 of their cases involves such evidence, compared to a rare case or no cases in each of the past three years. It's powerful evidence to plunk down before a judge, they said.

"You're finding information that you just never get in the normal discovery process — ever," Leslie Matthews said.

"People don't yet quite connect what they're saying in their divorce cases is completely different from what they're saying on Facebook. It doesn't even occur to them that they'd be found out."

Social networks are also ripe for divorce-related hate and smear campaigns among bickering spouses, sometimes spawning legal cases of their own.

"It's all pretty good evidence," Viken said. "You can't really fake a page off of Facebook. The judges don't really have any problems letting it in."

## FB do's



The image shows a smartphone screen displaying the Facebook mobile app interface. The top status bar shows the time as 3:49 PM and 3:38 PM, along with battery levels of 87% and 88%. The Facebook app header includes the 'facebook' logo and a 'Live Feed' button. The main content area shows a news feed with several posts:

- A post from "John Hummer" titled "How Is Las Cruces Real Estate Doing So Far In 2010? You Just May Be Surprised! Read Blog." It includes a profile picture of John Hummer and a link to a blog post.
- A post from "Downtown Action Team" titled "Did you know? In June DAT Ambassadors collected 8700 lbs of trash, removed 435 graffiti tags and scraped 4800 gum spots! They also made 311 business contacts, helped 505 visitors with requests and assisted 153 motorists! Plus, the Ambassadors have been trained in CPR, the use of an AED and basic first aid! Be sure to give them a 'pat on the back' when you see them on the street in bright green uniforms!"
- A post from "Heath Haussamen" titled "Blog - Steinborn & Associates Real Estate - Las Cruces, New Mexico - How Is The Las Cruces Real Est".

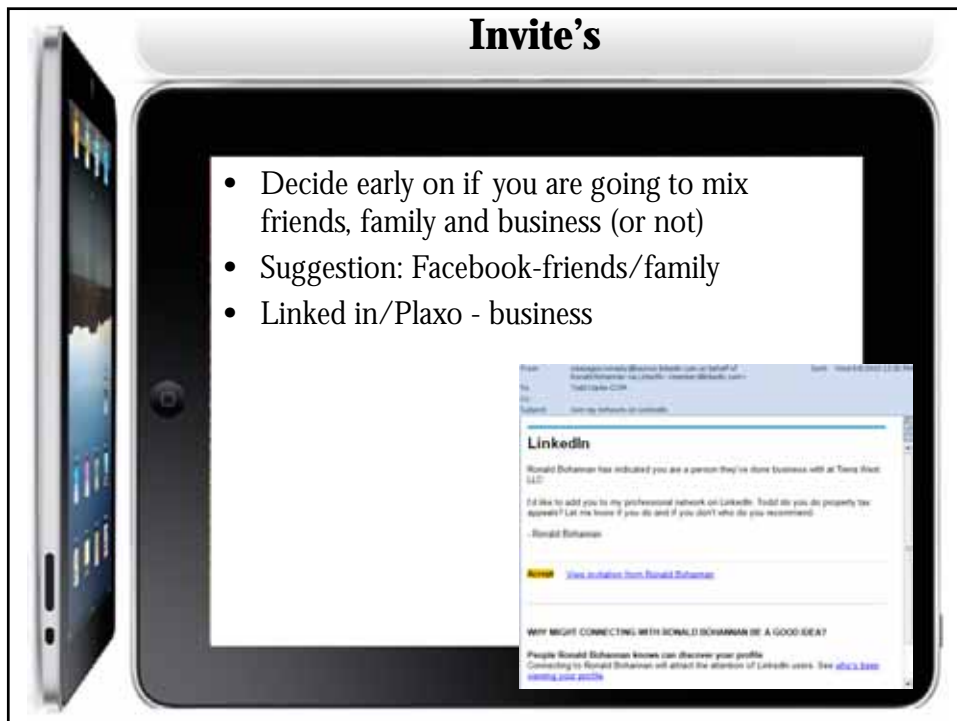
Each post shows the time it was posted (e.g., "5 minutes ago", "2 minutes ago", "6 minutes ago") and the number of people who interacted with it (e.g., "1 person", "4 people").

## Business Don't on FB



## Invite's

- Decide early on if you are going to mix friends, family and business (or not)
- Suggestion: Facebook-friends/family
- Linked in/Plaxo - business

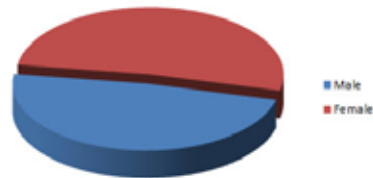


## Your Facebook demographics

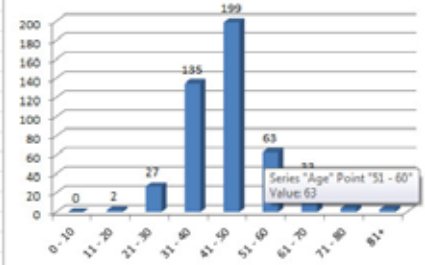
- 1,565 “friends”
- Limits is 5,000
- After that you have to setup a “fan” page
- Demographics of my “friends”

Facebook Demographics as of 9/7/2010

Friend mix by gender



Friend Ages



## Differentiate between your

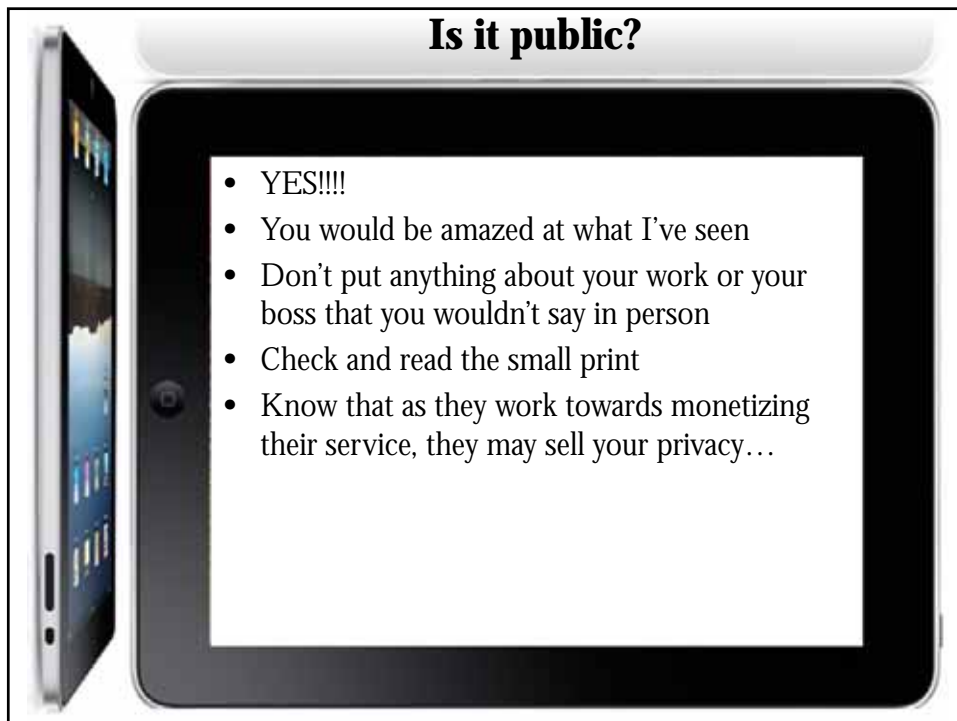
- Personal page
- Business/company pages



## Are these saved somewhere? Yes!



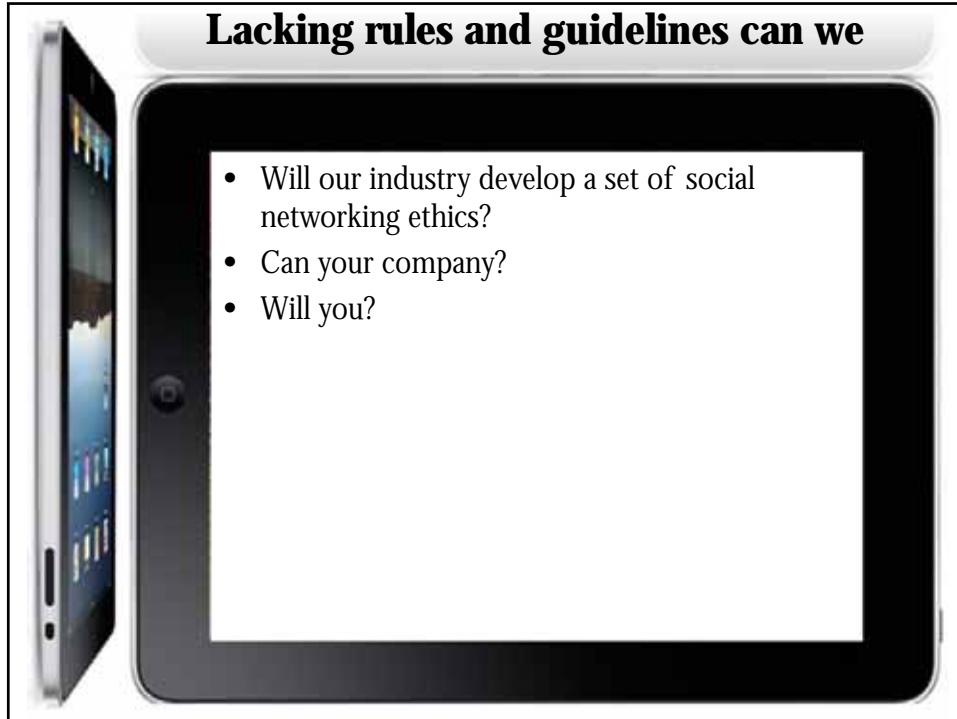
## Is it public?



## Can it be used against you?

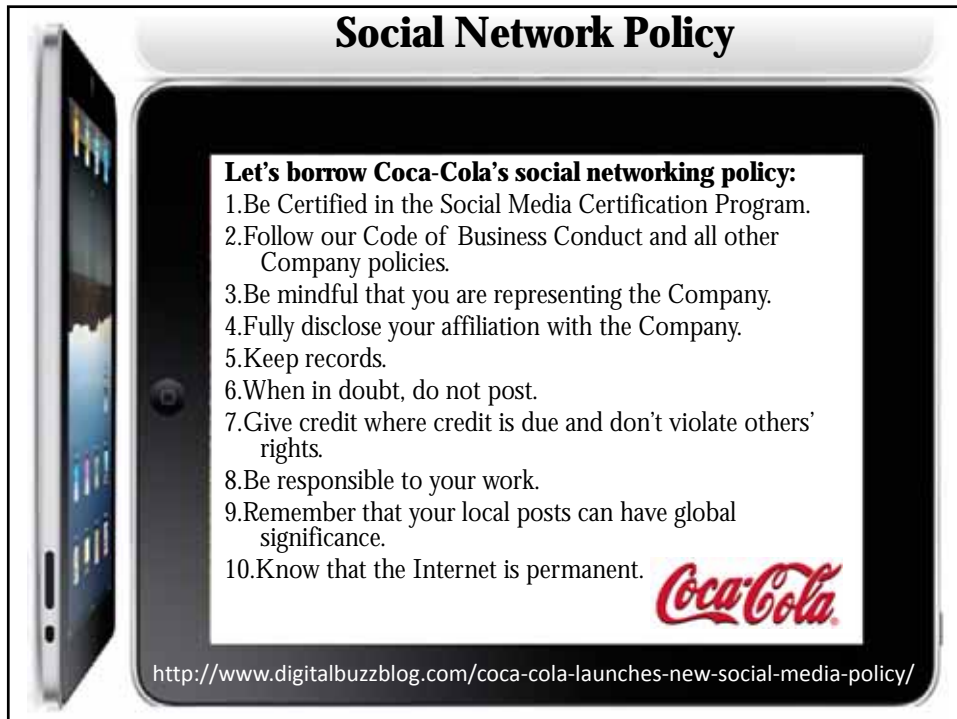
- Companies that specialize in digging up your social profile
- Or deep search the web like [www.pipl.com](http://www.pipl.com)
- Or 123people.com





### Lacking rules and guidelines can we

- Will our industry develop a set of social networking ethics?
- Can your company?
- Will you?



### Social Network Policy

**Let's borrow Coca-Cola's social networking policy:**

1. Be Certified in the Social Media Certification Program.
2. Follow our Code of Business Conduct and all other Company policies.
3. Be mindful that you are representing the Company.
4. Fully disclose your affiliation with the Company.
5. Keep records.
6. When in doubt, do not post.
7. Give credit where credit is due and don't violate others' rights.
8. Be responsible to your work.
9. Remember that your local posts can have global significance.
10. Know that the Internet is permanent.

*Coca-Cola*

<http://www.digitalbuzzblog.com/coca-cola-launches-new-social-media-policy/>



## Hands on

- Individually, develop your own set of social networking guiding principals
- It should include:
  - How you will conduct ethical marketing
  - How you will protect confidential client information
  - How you will keep copies of your marketing for your records

## Your Social Networking Strategy

- Tying it all together
- Blog about something you know well
- Reference it from the social networking
- Focus on adding value
- Avoid commercials
- Understand today's demographics

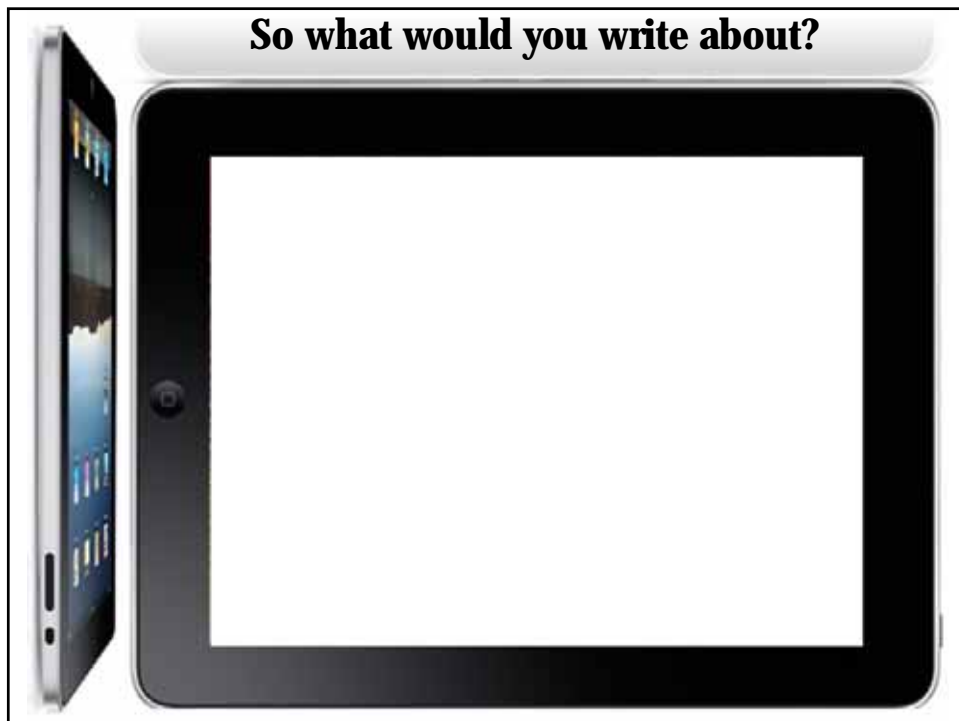
## What does your profile say about...you?

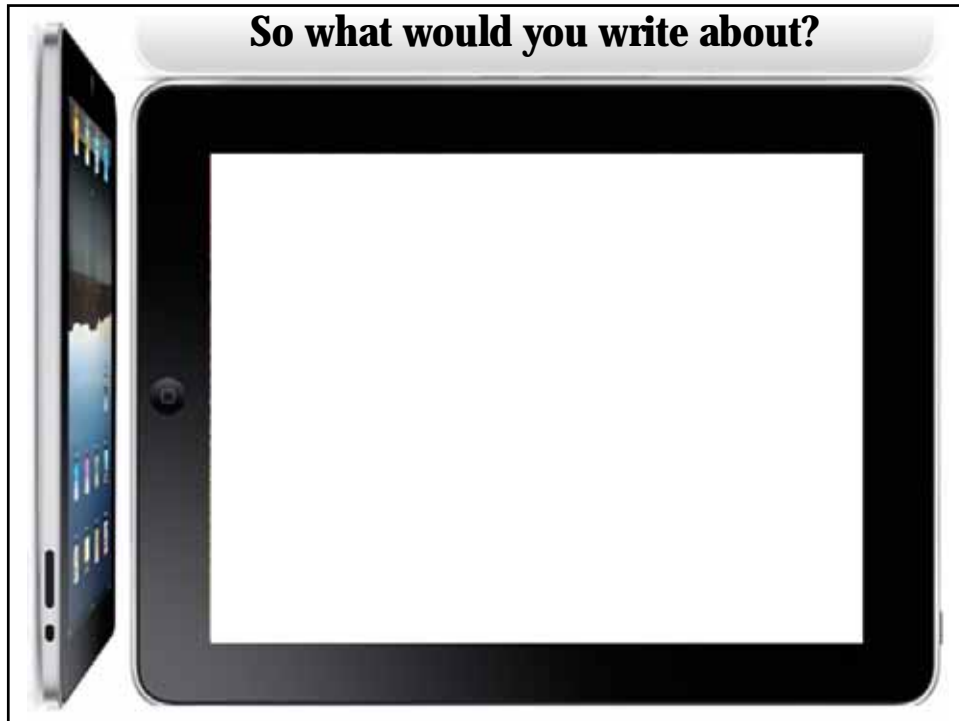


## Social Networking Security

- iPhone App –S.N.A.P







## What do you read? WSJ? Economist?



## Making SN an efficient, easy part of your business life

- Move your subscription to a Kindle
- Clip and Tweet as you read!



## And make a tool like Evernote your best friend

- Syncs across all platforms and devices
- Becomes your repository of thoughts





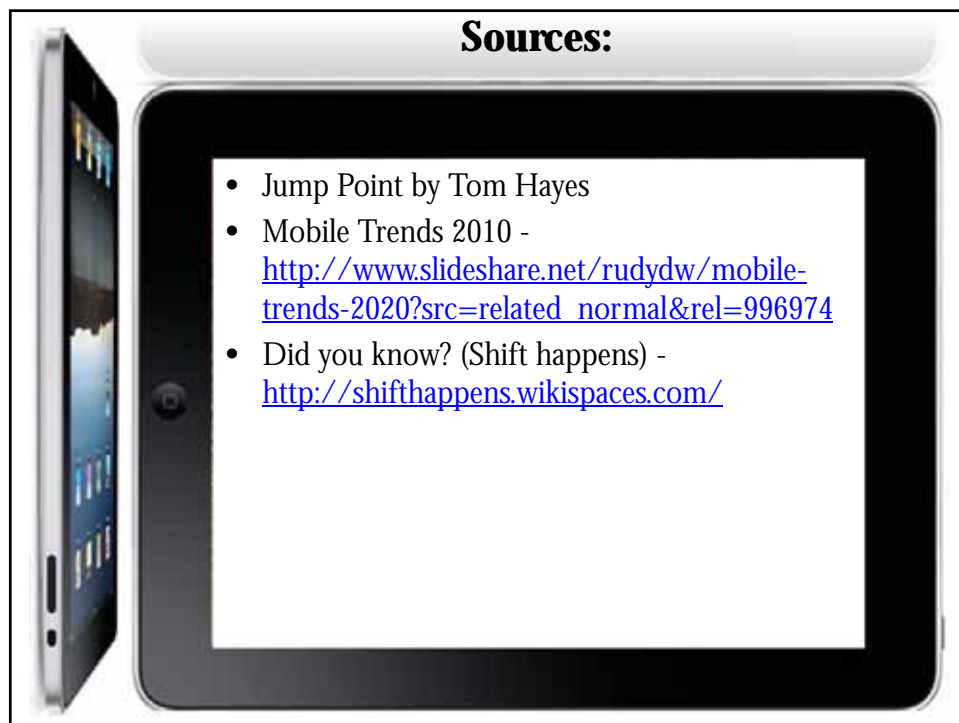
## Bringing it all together

- Google
- Blog
- Newsletter
- Social Networking
- Twitter
- Search engine refinement
- Upward spiral
- Focus on your strengths value add to client
- Remember license law and code of ethics apply in virtual world as much as reality

## Search Engine Optimization

- Focus on Google
- Sign up for Google Adwords account
- Focus on keywords







A graphic of a tablet with a black bezel and a silver back. The screen is white and displays a list of two items. To the left of the tablet is a vertical strip showing a side view of the device's screen with various app icons.

### Newsletters

- So 1990's
- Shotgun marketing

A graphic of a tablet with a black bezel and a silver back. The screen is white and displays a list of two items. To the left of the tablet is a vertical strip showing a side view of the device's screen with various app icons.

### Blog's

- So 2000's
- EGO marketing

## Blog's

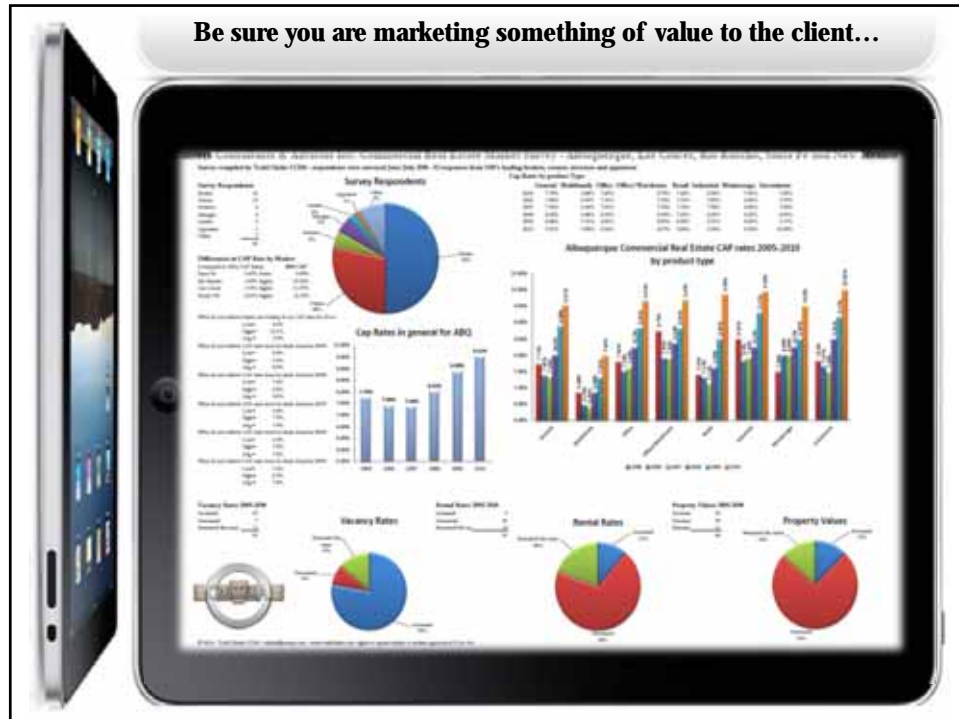


## Blog by Topic









**Your Knowledge Marketed**

- Traditional marketing
- Newsletter marketing (for one demographic)
- Blog marketing (for another demographic)
- Social Networking Marketing (for yet another)
- Tie them all together – each reinforces and promotes the other = **VERY EFFECTIVE**



### Finally its about listening

- In Facebook you can organize your contacts by groups, and “listen” to their top topics.
- Keys in for next newsletter or seminar?
- In Twitter, you can search by most common phrases...
- Finally, it's a two way street and an upward spiral!

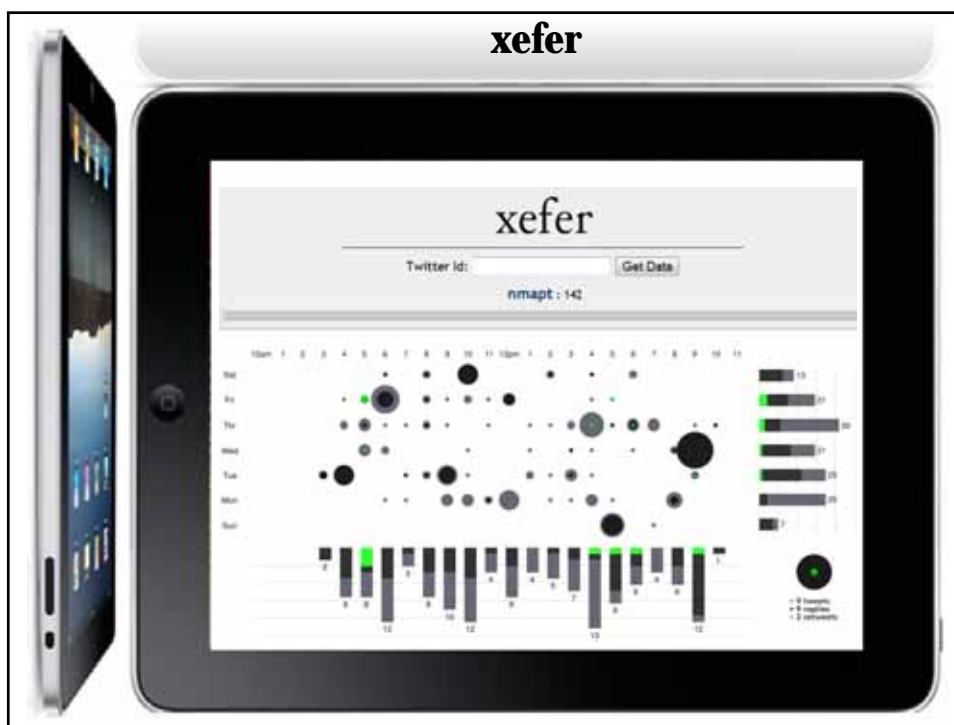
# Publish & Research Tools...

- TweetDeck
- HootSuite
- What the Trend

## TweetDeck



## xefer



## Want to learn more?

- Endless resources online – most are free!



And now...

# Q & A

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**Facebook: Todd Clarke CCIM**

## Additional Resources

