

Title: Social Media for Appraisers

Instructor: Ryan Lundquist

Length: 2 Hours

Purpose of Class: The goal of this class is to help appraisers effectively communicate online with the public and clients. The goal of USPAP is to promote public trust, and appraisers can certainly uphold USPAP in their reports, but it's also about becoming very good at communicating with the real estate community and public through social media. It's critical for the longevity of the appraisal profession for appraisers to grow and excel in their ability to communicate well in reports and online.

I) Social Media & USPAP

II) The Nuts & Bolts of Social Platforms

a) Marketing truths

b) Blogging for appraisers

- Why blogging matters
- Ten basic blogging truths
- How to write and create content
- Owning the rights to photos
- Keeping a target audience in mind.

c) Facebook: Tips for using Facebook as an appraiser (what to do and not do).

d) Twitter: Tips for using Twitter as an appraiser (what to do and not do).

e) Google+: Tips for using Google+ as an appraiser (what to do and not do).

f) LinkedIn: Tips for using LinkedIn as an appraiser (what to do and not do).

g) Instagram: Tips for using Instagram as an appraiser (what to do and not do).

h) 10 places to find clients online

II) Application Steps: