

**Put social networking options to work for you and your clients!**

## **CE Classes Coming in October!**

**LinkedIn, Facebook, Twitter, Pinterest and more!**

### **“Social Networking from A to Z!”**

***October 21, 22, 23 – Seven Seas***

**Class hours are 8:30 a.m. – 3:30 p.m. each day (includes 1-hour lunch break)**

**Three different classes for 3 levels of users! Take 1, 2 or all 3 classes!**

***(Each class approved for 6 hours of CE) Featured Instructor: Jack Lindberg***

**Brought to you by the Education Committee of the Bismarck Mandan Board of REALTORS®.**

**Trying to figure out where to begin on the social networking scene? *There's a class for you!***

**Are you on social networking sites but want to enhance your presence and capabilities?**

***There's a class for you!***

**Think you're pretty savvy in the world of social networking but want to learn even more?**

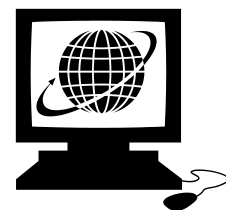
***There's a class for you!***

***Register by October 10 for the lowest registration rates!***

**One Class – only \$79    Two Classes – only \$139**

***Best Deal - Take All Three Classes – only \$179!!***

**After October 10 all classes are \$99 each.**



**Level 1 - Beginners - Tuesday, October 21** - The complete novice will begin to utilize the internet to better engage and inform the consumer who, in today's technology environment, requires the use of Social Media, Internet, Email and other online and mobile technologies to communicate. This course teaches the basics to help real estate professionals meet the minimum expectations of service in today's Internet environment. Includes set up and profiles on Facebook, LinkedIn, Twitter; also Search Engines, Video, personal web sites, and more.

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**Level 2 – Intermediate - Wednesday, October 22** - Take productivity and opportunity to the next level with additional features available within Social Media sites and the Internet as a whole. We'll cover general risk management principles including protecting key information about the student and their clients. With intermediate activity comes the necessity for intermediate knowledge about the tools and sites they'll be using. We teach the proper behaviors and activities from a licensing perspective. Includes creating and organizing groups, web site homepages, Facebook, LinkedIn, Twitter, Pinterest, Craigslist, and more.

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**Level 3 – Advanced - Thursday, October 23** - At the advanced level, the goal is to cover proper behaviors in areas rarely taught. Many behaviors, especially on the newer sites, go unchecked. We cover advanced features on the main social media sites and address some misconceptions about proper behaviors. As salespeople usually do, many are pushing the envelope on what they do to get more business. We address where the line should be drawn between proper behavior and being too aggressive. Includes posting and tagging and advanced groups in Facebook, searches in LinkedIn, design and layout of websites, Google and Google Analytics, Email Marketing, Bitly, Hootsuite, and how to do social media in 30 minutes/day.

Instructor: Jack Lindberg comes to us on recommendation from G. William James, our previous and well-loved technology instructor. He has spoken for a long list of REALTOR® Associations around the country. Jack has written five books and four instructional disks on the subjects of Social Media, Facebook, LinkedIn, Twitter, Website & Content Design and most recently on Risk Management in your online practices. He shares his cutting edge concepts of productivity, efficiency and online safety with thousands every year. There are few that are as well versed in Internet practices as Jack!

### **"Social Networking from A to Z" - Registration Form**

Yes! I will attend the following classes!

- ☐ Level 1 - Introduction to Social Networking – Tuesday, October 21
- ☐ Level 2 - Intermediate Users - Wednesday, October 22
- ☐ Level 3 - Social Networking for Advanced Users – Thursday, October 23

### **Multi-class discount for members only! October 10 or before:**

One class - \$79, Two classes - \$139, Three classes - \$179.

**After October 10, all classes are \$99 each.**

**Non Member Rate:** Before October 10: \$119 for each 6-hour class; October 11 and later: \$139/class

***REALTOR® and Affiliate Members get the best pricing!***

Please attach a business card or print:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City St Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Method of Payment

☐ MC

☐ Visa

☐ Disc

☐ AmEx

☐ Check

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*Payments will appear on your billing statement as "REALTOR® Association/MLS."*

Exp \_\_\_\_\_ Signature \_\_\_\_\_

Send form and payment to:  
 Bismarck Mandan Board of REALTORS  
 318 W Apollo Avenue – Bismarck, ND 58503  
 Fax: 701.223.8746  
 Email: Robyn@bmbor.org

Total: \$