

## ***“Web 2.0 - Social Networking - bLOGS ... ... What they are and how do we make them work in our business !”***

### **Topic Information:**

This brown bag session is a brief introduction to what is generally known as WEB 2.0.

### **Introduction:**

In today's rushed business environment, we sometimes forget to take the time to explore things that work for our businesses. Other times, there are so many new tools emerging that we don't ever seem make the time to find out what they are, how they can improve our business and how the competition is using them. Many of these tools are free (or low cost) ... but one needs to know where to find them, and then learn how to most effectively utilize them (without wasting all of your time) !

### **Objectives:**

Although not nearly all inclusive. This discussion will briefly explain what WEB 2.0, Social Networking and bLOGS really are, how some Realtors are using these to their advantage in their businesses and how they too might use these tools in their business! Keep in mind, that some of these resources are not the place, but the idea or conceptual value they hold! *Food for thought ... If you will !*

### **Format:**

Mixture of Demonstration, Workshop and Attendee participation.  
Question and answer is encouraged.  
A printed handout will be available ... an electronic version will be made available to those who wish one.

Time required to complete: about 30 minutes

### **DISCUSSION:**

**We will discuss Web 2.0 in 4 basic parts.**

- 1. What are Web 2.0, Social Networking and bLOGS.**
- 2. Real Estate Industry resources not necessarily thought of as a source of leads.**
- 3. Technology Industry Resources**
- 4. Visit some of these web resources mentioned!**

