

# The New Home Council

## Social Media Event Presentation Workbook



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### Social Media & You & Them

Or... how to win friends and influence people

- ...then get them to influence their friends
- ...and then get their friends to influence their friends
- ...and then get their friends to influence their friends
- ...and then get their friends to influence their friends

Jonathan Rundie eMarketing Manager / Quadrant Homes

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Slide 4



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Slide 5



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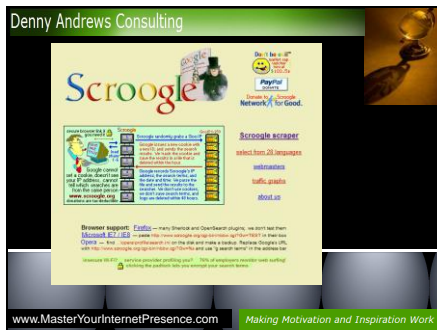
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Slide 6



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Slide 10



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Slide 12



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Slide 43

 **Esprit - Marina Del Rey, CA**

- Upscale Apartment Community
- Website & Social Networks fully integrated
- The community reaches out to targets using social media tools they use daily. The establishment and management of the social media sites serves to build a "relationship" with the local community. Maintains a dialog with members of the community and tenants and established the community as the social hub that's "in the KNOW"
- Tweets are updated twice daily
- FB Posts are updated weekly with ideas for events, restaurants, and shopping.
- Banner ads placed on targeted websites and eblasts mirror the BRAND experience.

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Slide 44



SOCIAL NETWORKING SITES IN FC

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Slide 45



TWITTER AUTO-FEED

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