

CRE Tech Talks

Episode #1: Social Is Not Optional

Top 5 Takeaways to Apply Today

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- 5.** Invest in your social media team. Make sure that you have the right team in place before you start.
- 4.** Have a social media policy in place so that your employees feel comfortable with how social media should be used to represent your organization.
- 3.** Use social advertising. Social media is no longer free and media is the operative word. Facebook and Twitter are in the business of keeping the news feed interesting. It's really important to invest in some promoted posts, and promoted tweets, in order for your strategy to be effective.
- 2.** Set benchmarks for measurement. Know what your goals are and what you're measuring against.
- 1.** Most importantly, have a strategy.



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