

Creating Video

Creating a Video

Consider using what you have, the video option on your Digital Camera. You may also consider purchasing one of TheFlip video cameras.

TheFlip has its own editing software or use:

WINDOWS – MovieMaker - *free with Windows*

MAC _ iMovie - *free with MacOS X*

www.apple.com/imovie

Use a Tripod

Publish your Video

You can upload any of your videos to a video sharing site like Youtube. Once done, share it on your Facebook Fan page, or copy the HTML code into your website or blog. Share your Video with everyone!

Why YouTube? Why not other sites?

YouTube will give your video the most exposure. What is referred to as “eyeballs”.

Putting a Video on YouTube

How do you post your video on YouTube?

1. Create a new account with YouTube at www.youtube.com (or any or all of the sites listed above.) These are free services to upload videos but be sure to read the terms of use to make sure that you follow their guidelines.
2. Have a generic login for transition purposes.
3. Using their easy to understand directions, upload your video to YouTube. Make sure you type in and make any notes, tags, etc. so that people can find your video easily when they search.
4. Once the video has been uploaded, at the bottom of the screen you will see a distinct URL of your video (<http://youtube.com/???>) an embed code. This code can be put on your blog or website and the video just appeared.



Video Upload (Step 1 of 2)

Title:*

Description:*

Video Category:*

Tags:* Tags are keywords used to help people find your video. (space separated)

(* Indicates required field)

FaceBook Chapter Fan Page

Chapter Fan Page VS Group

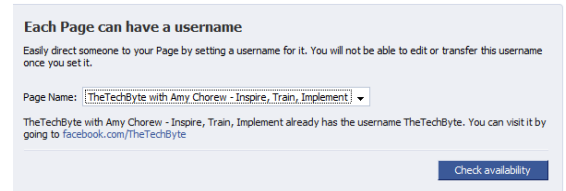
A new addition to the Facebook environment is the Fan Page.

To start one for your chapter click here:

<http://www.facebook.com/pages/create.php>

Benefits of a Fan Page

- Anything you post on the wall goes on the fans wall.
- Fan pages are indexed by Google for SEO Power
- Events and Videos added to enhance the member involvement



Getting Started

Develop a business plan:

Who is your audience? Fan pages open to all, Groups can be restricted to members

1. What is the purpose of the Fan page? Are you just promoting programs or building relationships? This is an opportunity to expand to reach younger and tech savvy members .
2. Who will administer?
 1. You need multiple Admins and an annual transition plan.
 2. Admins must commit to posting at least once a week.

Branding is Important

1. Brand your page with your chapter name
2. Lets aim for consistency. Some examples:
 1. Southeast Valley Regional Chapter Women's Council of REALTORS
 2. Non profit
 3. Real Estate
3. Secure a Vanity URL for your Fan Page <http://www.facebook.com/username/>
 1. For help on this visit <http://www.facebook.com/help.php?page=896>

Begin Marketing

Here is a sample message you can send to your members. You can send it through your existing Facebook Group or page. Also send through your Email list.

SAMPLE INVITATION

The Southern Fairfield Women's Council of REALTORS® is launching a new Member Fan Page. What's the difference between this and the group you already belong to? Fan pages allow you to receive updates from us in your daily news feeds. Group pages do not.

You will no longer need to visit the group page to see if there are new updates available. Articles, Press Releases and Events will automatically publish to your news feeds so you will be able to see and share our stories easier. The new fan page will ensure members never miss an update from us again.

Follow the link below to join!

<http://www.facebook.com/southfairfieldwcr>

Marketing your Chapter with Facebook

Getting started

1. Invite all members to become fans.
2. Add all your events for the year
3. Add Photos and Videos
4. **Create badges for your Facebook page and share on your website**
 1. <http://www.facebook.com/help.php?page=4>
5. Demonstrate to members how they can share content on their own Facebook page.

Ideas for postings

- Awards that the chapter has earned – Chapter Excellence, Recruitment and Retention
- Awards from the chapter to members– Member of Year, Entrepreneur of Year, etc
- Ask members to post “testimonials” about the chapter
- Say hello/recognize new members
- Thank members and guests for attending a program or event
- Post notes from program for those that could not attend.
- Thank speakers
- Post member achievements and successes, i.e. designations earned, community or other appointments, service on boards, etc
- Post complete meeting schedule
- Post Programs and Events in Events section
- Link to National and State WCR web sites, resources, articles, etc
- If chapter is actively using other social networking tools, link or include info on them
- Post community events and other opportunities for networking
- List sponsors

Do not's

- ✓ Do not overload the WALL with property listings – perhaps they go in discussion area?
- ✓ Use as your personal page

