

The objective of my social media activity is: _____

Brand/Username (To be used on all Social Media Sites.):

Note: The more original your selection, the more likely the name will be available in any/all social media tools and the more memorable your online persona will be.

Option 1: _____ **Option 2:** _____ **Option 3:** _____

My Target Audience:

Consider your niche: Are you a condo specialist or focus on single family homes or recreational property? Do you primarily cater to young urban professionals, or families? Are most of your transactions driven by local residents up- or down-sizing, corporate relocation, transferred servicemen or some other demographic?

The majority of my 2008 and 2009 transactions involved (*circle best answer*):

Condo Single family Recreation Land Farm Other: _____.

The 2nd most common transaction involved (*circle best answer*):

Condo Single family Recreation Land Farm Other: _____.

My clientele are most often from *this* age bracket (*circle best answer*): 18-24 , 25-34 , 35-44 , 45-60 , 60+

My clientele are most often (*circle best answer*):

Singles Married Couples Single Families Multi Families Divorcees Divorcees with children

Messaging that will best connect with my target audience: (*Check all that will Apply*)

- | | | |
|--|--|--|
| <input type="checkbox"/> Community Events | <input type="checkbox"/> Restaurants | <input type="checkbox"/> Local Development Plans |
| <input type="checkbox"/> School Information | <input type="checkbox"/> Market Updates | <input type="checkbox"/> Weather Tips |
| <input type="checkbox"/> Renovation Ideas | <input type="checkbox"/> Gardening Strategies | <input type="checkbox"/> Financial Tips/Info |
| <input type="checkbox"/> Shopping / Amenities | <input type="checkbox"/> Recreation | <input type="checkbox"/> Other (Specify):
_____ |
| <input type="checkbox"/> Other (Specify):
_____ | <input type="checkbox"/> Other (Specify):
_____ | <input type="checkbox"/> Other (Specify):
_____ |

Amount of time per day I will dedicate to social networking: (*Benefit is proportional to time invested.*)

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> 15 minutes | <input type="checkbox"/> 45 minutes | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> 30 minutes | <input type="checkbox"/> 60 minutes | |

Social Media Sites I wish to use:	Forums/Blog Sites I wish to Sign Up for:
<input type="checkbox"/> Facebook	<input type="checkbox"/> Blogger.com
<input type="checkbox"/> Twitter	<input type="checkbox"/> Featured Blog
<input type="checkbox"/> You Tube	<input type="checkbox"/> WordPress
<input type="checkbox"/> Flickr	<input type="checkbox"/> Active Rain
<input type="checkbox"/> LinkedIn	