

Social Media is Simple to Engage In



But It's Easy to End Up As a Car Wreck!!!

Earn CE credit, Learn How to Use Social Media Effectively & Make More Money in 2010!

When: August 12 & 13 at the Fredericksburg Area Association of Realtors

Time: 8:30 AM-4:30 PM both days

Hurry! Early Bird Registration is \$249 (before July 1) \$299 After July 1

The two-day **Certified Social Media Marketer (CSM)** designation course teaches students to develop **responsible, effective and ethical** online social networking strategies for business. Social media is not about technology; Those who are successful with social media are **drawing upon skills that they already have**. We teach you how to translate YOUR networking skills and experience into the online world.

The course covers building an online identity, reputation management, rules & ethics (written by a past Chairman of the NAR pro-standards committee), and the application of specific tools such as blogging, Facebook, and Twitter. You'll leave our course with a written plan with actual strategies to close REAL business using social media.

SOCIAL Media Marketing Institute

COST: MEMBERS REGISTER BY JULY 1- SAVE \$50—\$249 / AFTER JULY 1—\$299 & NON-MEMBERS \$350

Registration Required. Two ways to register:

Online at faarmembers.com – click "Online Registration" under Education

Fax to (540) 736-0301 – complete registration information below



Name: _____ Company: _____

Phone: _____ Email Address: _____

Payment: VISA MasterCard Am. Express CC #: _____

Exp. Date _____ 3-digit CVC #: _____ Authorized Signature: _____

NOTE: If you require ADA assistance for the classroom, please call FAAR at time of registration at (540) 373-7711. Opinions and information delivered in all FAAR courses should be confirmed as compliant with the Student's Company Policy before including in business practices. Refunds will only be given in the event RECA cancels the class or if the registrant withdraws from the class by contacting FAAR during business hours, at least one (1) business day prior to the class date.

This event counts for **5 pts.** under *Education Activities* toward the **Professional Honor Role** recognition.

CSM—August 2010