

Massachusetts Association of REALTORS®

State Leadership Idea Exchange Submissions

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Social Media Monday/MAR Social Stars

The Massachusetts Association of REALTORS® Social Media Task Force was charged with improving members' understanding of social media and helping increase social engagement. To do this the Task Force launched two successful initiatives to meet those goals.

The first was the "Social Media Monday" blog series (<http://www.themarreport.com/category/social-media-monday/>). Each Monday we write a post covering a social media topic that highlights a social media technology or platform and why it is beneficial for REALTORS® to know about it.

To date, there have been over 75 Social Media Monday posts. Each post averages 850 views.

To better help REALTOR®-members engage via social media, the Task Force created the MAR Social Stars. This is a special group of over 63 REALTOR®-members who are very active in social media. As members of this group, the Social Stars help push Association messages to their social networks. The Social Stars have the type of influence that is able to amplify a message by engaging a greater amount of members than the Association can by itself.

The Wednesday Word and Sidebar Video Series

The initiative was created to get information out on important legal topics in a way that was both easy-to-understand and accessible by REALTOR®-members. To accomplish this, MAR launched the *Wednesday Word* blog series (<http://www.themarreport.com/category/the-wednesday-word/>) and the *Sidebar* video series.

The *Wednesday Word* is a blog post each week on a relevant legal or legislative topic that members should know about. The legal posts are published on the MAR blog, *The MAR Report*. The posts are then re-distributed on the other MAR social networks. There have been over 30 posts since the program was launched and each post receives an average of 550 views.

The *Sidebar* video series is made up of short videos featuring a member of the legal staff being interviewed by the MAR Communications Director. Each video is between five and seven minutes long and provides members an opportunity to hear explanations of legal topics that are important to REALTORS®. The videos are posted on YouTube and Facebook and receive on average of 150 views. The most popular video on the "New RESPA" had over 700 views (<https://www.facebook.com/marealtors/videos/vb.89767472505/10153772259947506/?type=2&theater>).