

## Social Media / Outreach, Sue O'Brien

One of the on-going efforts established in our strategic plan is to engage consumers in real estate, economic and community issues. We attempt to do that through various outreach methods, including social media and created a presence for the board and for the public.

**Print:** We are currently running 2 pages in the Book of Homes each month, 1 page highlighting REALTOR good news and 1 page with a consumer helpful hint.

Online, we employ two separate communication vehicles:

**For Members:** Our member facing site is [BerkshireRealtors.net](http://BerkshireRealtors.net). Along with that we have a twitter account called BerkshireRealtors and a Facebook page, also Berkshire REALTORS®. Typically, we share industry news and updates with you on through these venues. So, if you haven't visited the site or like our Facebook page please do that!

**For Consumers:** Our public facing site is [AtHomeInTheBerkshires.com](http://AtHomeInTheBerkshires.com). We currently have over 800 active users on the site who use the search feature and read our articles. Any requests for info coming from those searches are directed back to the broker of record. Recently, we received feedback from users and are looking to incorporate some changes to make the search feature a bit more user friendly.



**We want to reinvigorate [AtHomeInTheBerkshires.com](http://AtHomeInTheBerkshires.com) and hope that you'll refer to it when working with your customers and clients, as a resource.**

We tweet through our AtHomeBerkshire twitter account and have a Facebook page called At Home in the Berkshires. We publish community news and stories about the Berkshires to make sure everyone knows that we live in a beautiful part of the country. We're always looking for the best content so if you come across something please share it with me!

**Next Step:** At our last Board meeting we discussed outreach to cities and towns in Berkshire County and plan to include links to their info on our sites in a quid pro quo arrangement, where they'll link to us too, so that's next on our list of things to do. We'd like to hear from you if you have any recommendations, so please reach out to me if you do!!

