

Marketing and Social Media 101:

- Or -

“If I Can Do It – Anyone Can!”



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Overview

- Why its important to be active in social media?
- How to develop a strategy to define your brand?
- Twitter – Learn the basics and how to use it effectively
- LinkedIn – How to use it effectively
- AIC resources that can help
- Q & A

How Canadians and the Real Estate Industry are Connecting Online



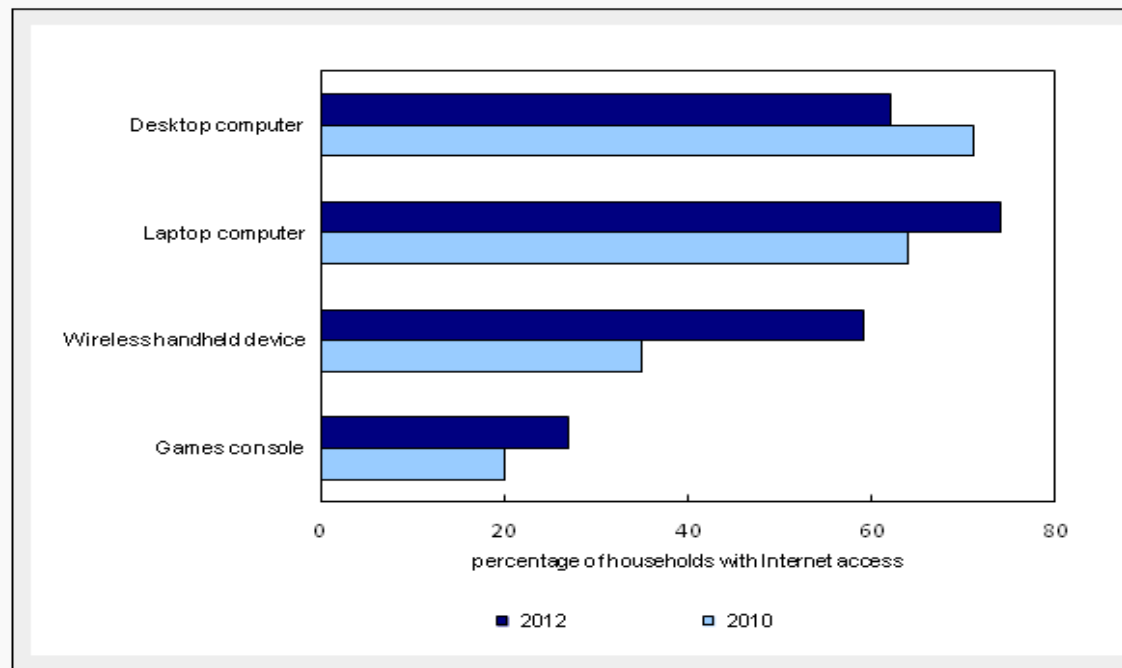
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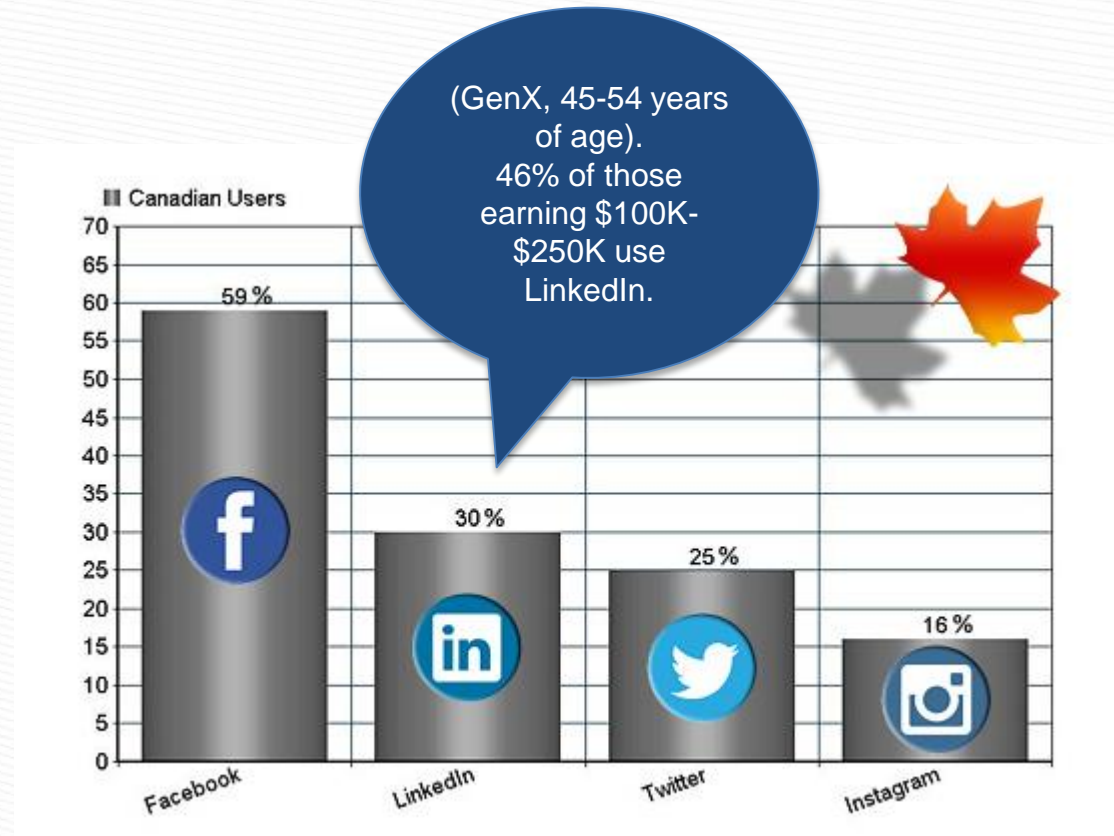
Canadians are connected like never before

- In 2012, 83% of Canadian households had access to the Internet at home, compared with 79% in 2010.
- Growth in laptop and wireless devices



Source: <http://www.statcan.gc.ca/daily-quotidien/131126/cg-d001-eng.htm>

Canadians are on social media

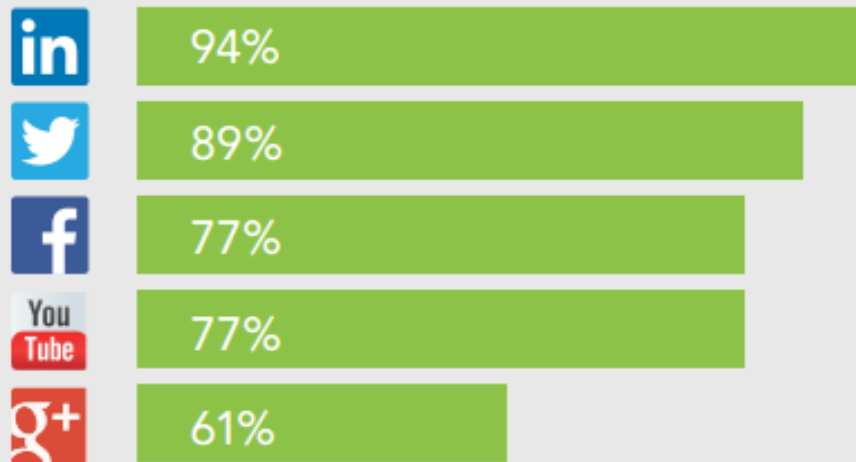


Source: <http://canadiansinternet.com/2015-canadian-social-media-usage-statistics/> A January 2015 study conducted by Forum Research

LINKEDIN is key for B2B

LINKEDIN IS THE #1 CHANNEL TO DISTRIBUTE CONTENT

Percentage of B2B marketers who use various social media sites to distribute content



- Source: https://business.linkedin.com/content/dam/business/marketing-solutions/global/en_US/campaigns/pdfs/soph-guide-refresh0827-eng-us.pdf



LINKEDIN is key for B2B

LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

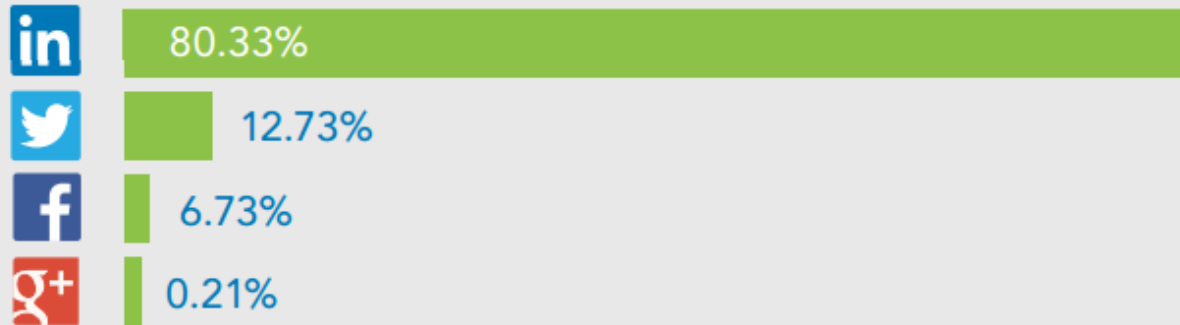
90% of the social traffic was driven by the big three networks, with half of it coming from LinkedIn



LINKEDIN is key for B2B

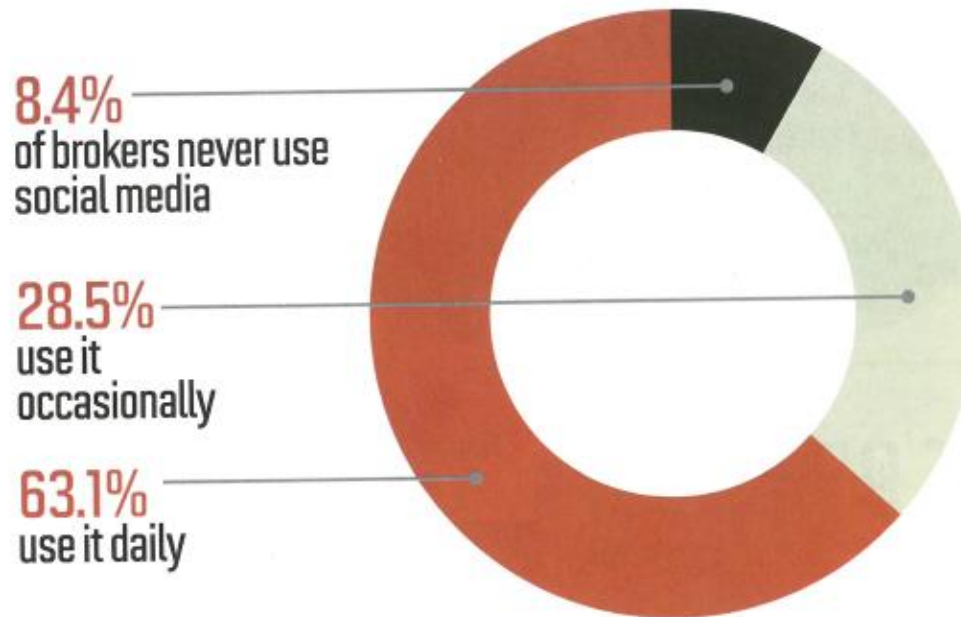
LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

80% of social media B2B leads come from LinkedIn



Real Estate Industry is Connected

HOW OFTEN DO YOU USE SOCIAL MEDIA?



“Social media is a new venue for reaching people, and it’s exploding. If you’re not involved with social media, you are behind the times”

Debbie Hanlan, Debbie Hanlan Real Estate, St. John’s

*Real Estate Professional, Issue 1.03, 2015



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Real Estate Industry is Connected



Why bother?



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Grow your business

- Your clients are expecting you to be on social media
- You don't want to be behind your competitors
- You can facilitate people finding you online
- You can find people online

Enhance relationships

- Your relationships can be enhanced, especially with newer generations
 - Face-to-face is still important but online will complement this
- It is more convenient for you to obtain information about the industry, trends, business opportunities
- It helps to advance your image and the whole profession

3 Steps to Building YOUR Online Profile



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Step 1: What are YOUR Objectives?

- Take the time you need to determine your objectives with your online presence?
 - To promote your services?
 - To position yourself as a thought leader/knowledgeable in the industry?
 - To build and maintain relationships with your clients and potential clients in a cost-effective way?
 - Obtain “real time” information?
 - To recruit or be recruited?

Step 2: What is YOUR identity or “brand”

- To be successful, you need to let your personality show.
 - What is that image you want to project?
 - Or...what image DON'T you want to project?
 - What is your “unique selling opportunity” – What can you share or say that is unique in your space? Why would people want to connect with you?
 - OR...what are your competitor's saying or doing?
 - How can I leverage/complement my company's or professional association's activities?

Step 3: How can you “rise above the clutter”?

There is so much information...it is important to find your niche in an effective way that doesn't take too much time. So consider:

- What existing resources can you leverage?
 - Company info
 - Influencer info
 - AIC info
- What about using video, podcasts, photos, infographics?
- How can you add value to this information?

Try it! Explore! Don't be afraid!



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Twitter



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Twitter: A network of concise public conversations

- A channel to monitor your industry in REAL time
- A way to share your expertise in a concise way
- One more way to reach your audience



Getting Started: Set up a Twitter Account

Go to www.twitter.com

Enter your **name**, **email address** and select a **password** then click on **Sign up for Twitter**



Welcome to Twitter.

Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

Phone, email or username

Password

Log in

☒ Remember me · Forgot password?

New to Twitter? Sign up

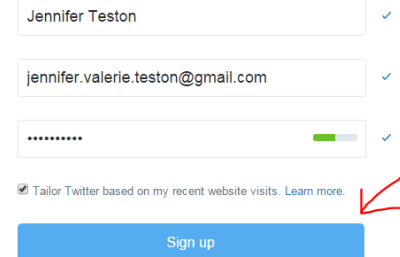
Full name

Email

Password

Sign up for Twitter

Join Twitter today.



Jennifer Teston ✓

jennifer.valerie.teston@gmail.com ✓

..... ✓

☒ Tailor Twitter based on my recent website visits. [Learn more.](#)

Sign up

On the next screen click on **Sign Up**

Twitter: Getting Started

- Identify your twitter handle -- @ XYZ
 - Be sure it is short, memorable relevant to your brand!
 - Take time to think about it!
 - Determine if you want the name of your company (professional, generic) vs. personal approach (your name) vs. a position
 - Examples:
 - @AIC_Canada
 - @AIC_CEO

Customize your account

What are you interested in?

Choose one or more of the options below and we'll suggest some good stuff for you.

- ☒ Popular accounts
- ☒ News
- ☐ En français
- ☐ Food & Drink
- ☐ CFL
- ☐ Culture
- ☐ Music
- ☒ Politics
- ☐ Non-profits
- ☐ Law & Order
- ☐ Science
- ☐ Faith & Religion
- ☐ Entertainment
- ☐ Television
- ☐ Technology
- ☐ Humour
- ☐ Sports

Continue











Suggestions just for you.

Based on your choices, here are some suggestions for you. We recommend [following](#) all of them!

Follow 40 & continue

Suggestions for you

Select all ☒

-  **CP24** @CP24
Official account of CP24 - Toronto and the GTA's #1 source for breaking news. Our Twitter account is LIVE 24 hours a day. ☒
-  **HuffPost Canada** @HuffPostCanada
Canada's Internet Newspaper, The Huffington Post Canada. Email us at canada@huffingtonpost.com ☒
-  **Elizabeth May** @ElizabethMay
Leader of Green Party, Saanich-Gulf Islands, activist, author & mother. Tweets are Elizabeth's unless signed by Hill Staff -hs. En français - @MayElizabeth ☒
-  **CBC News** @CBCNews
Canadian breaking news and analysis from CBCNews.ca, TV and radio. ☒
-  **NOW Magazine** @nowtoronto
NOW Magazine - Think Free ☒
-  **Globalnews.ca** @globalnews
Breaking Canadian news with a fresh perspective on local & international headlines. SkyTracker Weather app: gln.ca/RVj2m * On @snapchat: globalnews1 ☒
-  **The Weather Network** @weathernetwork
Canada's #1 source for weather news and information on TV, web, mobile and social media. #Shareyourweather! ☒
-  **CP24** @CP24
Official account of CP24 - Toronto and the GTA's #1 source for breaking news. Our Twitter account is LIVE 24 hours a day. ☒
-  **TorontoStar** @TorontoStar
Get the latest news, alerts, sports, photos and more from Canada's largest daily newspaper. 1-800-279-0181 ☒
-  **The Hill Times** @TheHillTimes
The Hill Times is an independently-owned newsweekly covering the Canadian ☒



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Add a Photo & Header

The screenshot shows a user profile setup interface. At the top, the text "Add a photo." is circled in red. Below it, the instruction "Show your unique personality and style." is displayed. A large dashed blue box contains a camera icon with a plus sign and the text "Upload your photo or simply drag it here". A red arrow points from the left towards this box. To the right of the dashed box, there is a blue "Continue" button and a link "Skip this step for now" with a red arrow pointing to it. Below the dashed box, there is a section for connecting to Facebook, which includes the text "Or, connect to Facebook, and we'll import your profile photo and your header image. Don't worry – we will never post without your permission." and a "Connect to Facebook" button. A red arrow points from the left towards this section.

Add a photo.

Show your unique personality and style.



Upload your photo or simply drag it here

Continue

Skip this step for now

Or, connect to Facebook, and we'll import your profile photo and your header image. Don't worry – we will never post without your permission.

Connect to Facebook

Glen Power
@GlenPower · [FOLLOWS YOU](#)

TWEETS 47 FOLLOWING 286 FOLLOWERS 62 LIKES 7 LISTS 2

[Following](#)

Tweets Tweets & replies

Who to follow · Refresh · View all

Jack Bannale @PMReview...

Glen Power Retweeted



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REAL PROPERTY SOLUTIONS





Jason Schellenberg
@JaySchellenberg · [FOLLOWS YOU](#)

TWEETS 120 FOLLOWING 168 FOLLOWERS 81 LIKES 316

[Following](#)

All followers 7 followers you know

Steve Blacklock
@cvappraiser · [FOLLOWS YOU](#)

TWEETS 412 FOLLOWING 166 FOLLOWERS 82 LIKES 24

[Following](#)

Tweets Tweets & replies Photos & videos

Who to follow · Refresh · View all

Kesha Shah @shah_kesha...

Steve Blacklock Retweeted

Add a bio

- Be sure to add a brief bio to establish your brand and personality
 - 160 characters-- Every letter count.
 - Use hashtags
 - #appraiser ; #realestateexpert
- Your bio is critical for others to see if you are professional and relevant to them



Jason Schellenberg

@JaySchellenberg FOLLOWS YOU

AACI, P. App #appraiser with @RedRiverGroup located in #MB specializing in #Winnipeg and #ruralMB #valuation of #Commercial and #Agricultural #appraisals.



Steve Blacklock

@cvappraiser FOLLOWS YOU

Real estate. All day. Every day. I am a designated appraiser at Wm. S. Jackson and Associates Ltd. Comox Valley and Powell River market specialist.



Tom Hanks ✓

@tomhanks

I'm that actor in some of the movies you liked and some you didn't. Sometimes I'm in pretty good shape, other times I'm not. Hey, you gotta live, you know?

Tweet, Retweet or Quote



Appraisal Institute @AIC_Canada · 18h

Canada Day #PhotoContest now open.
Enter today for #prizes aicanada.ca/aic-2016-photo...



**AIC
CANADA DAY
PHOTO CONTEST**



Appraisal Institute @AIC_Canada · Apr 27

Dan Brewer, AACI and Keith Lancaster, CEO speak on establishing market value based on facts, not on emotion.



Establishing market value based on facts, not on e...

Real estate bidding wars are everywhere in the super-heated Toronto and Vancouver property markets, with sales that can end up hundreds of thousands of dollars...

theglobeandmail.com



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Follow Up on Stories



How much is your house worth? Check out our new house price data centre.

trib.al/YVzO3Bi



Keith Lancastle @AIC_CEO · Apr 21

@AIC_Canada members provide individualized and unbiased values on any and all properties - including yours!



Report on Business @globebusiness

How much is your house worth? Check out our new house price data centre.

trib.al/YVzO3Bi



Steve Blacklock @cvappraiser · Apr 22

Our firm has 4 designated and experienced pros covering all Van Isle markets - north of Nanaimo. [#WeValueCanada](#)

Keith Lancastle @AIC_CEO

@AIC_Canada members provide individualized and unbiased values on any and all properties - including yours! [twitter.com/globebusiness/...](https://twitter.com/globebusiness/)



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Tips: How to get noticed

In General:

- Use popular # (current, trends in your market)
- Use their handle and hashtags in a meaningful way
- Use interesting/active words & catchy wording
- Monitor their tweets before going into a meeting
- Photos get noticed
- Use evergreen content (relevant all the time...not time sensitive)
- Be timely – Twitter happens in minutes and hours, not days
- BE CAREFUL – Tweets are timeless and you have no control over where they go!

Who to follow

- Organizations in your profession (AIC, REIBC etc.)
- News organizations in your area/national
- Political (councilors, MP, MPP/MLA)
- RFP posts – @Merxnetworks, government sites
- Government agencies, regulators
- Mortgage insurers
- Real estate boards
- Influential business organizations in your area (Chamber of Commerce)
- Others

Is it working?

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📍 Ottawa Canada
🌐 AICanada.ca
📅 Joined March 2009

TWEETS 1,976 FOLLOWING 580 FOLLOWERS 1,893 LIKES 11 LISTS 1

Tweets Tweets & replies Media

Appraisal Institute @AIC_Canada · 18h
Canada Day **#PhotoContest** now open.
Enter today for **#prizes** aicanada.ca/aic-2016-photo...

Who to follow · Refresh · View all

- issworld** @issworld **Follow** **Promoted**
- BILD** @bildgta **Follow**
- Canadian Real Estate** @Ca... **Follow**



LinkedIn



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What is it?

- Corporate Facebook
- Business to business
- First place that business and recruiters will go
- Building your professional network
- Electronic resume
- Platform to establish your “voice”

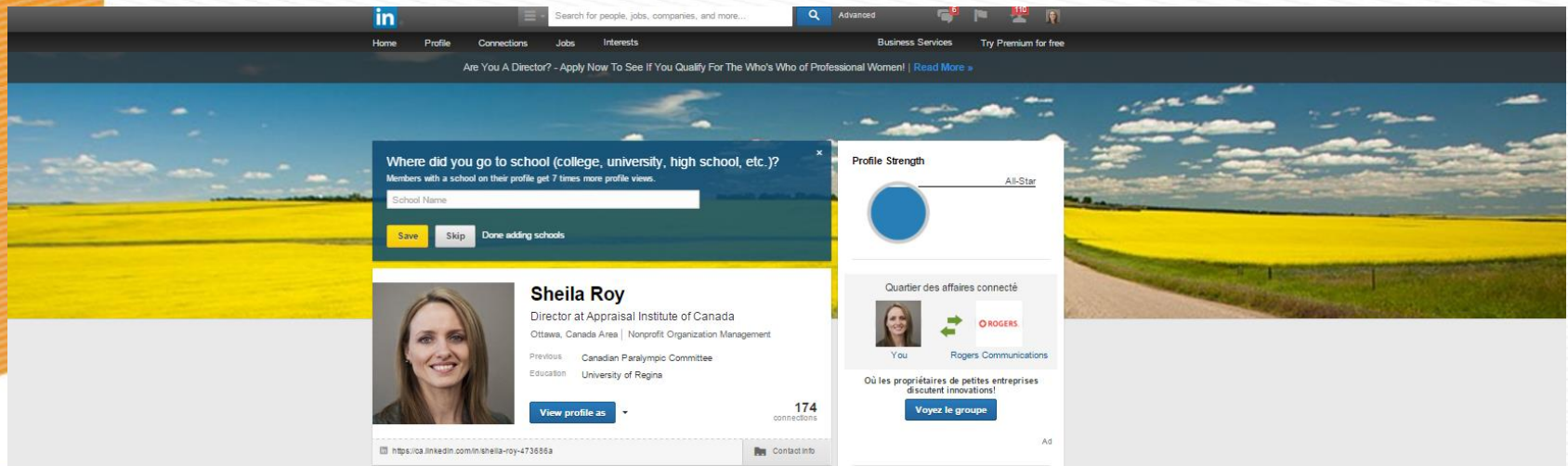


How to find your “voice”

1. Use this platform to demonstrate your expertise
2. Share information that helps your clients learn something new
 - Your specific market
 - A property type
 - Trends
 - Experiences
 - News affecting your industry
 - Comment on what other influencers are talking about
 - Share other influencers information
3. Headline is the most important part!
4. Reuse content from blog, website, LinkedIn.
 - Indicated where the initial content was first published
5. Experiment to see what is right for you!
 - Topics, frequency, length

LinkedIn: 3 simple tips to get started

- Make appealing profile
- Grow your network and maintain connections
- Stay active: explore and engage



Check your emails!

LinkedIn Pulse <news@linkedin.com>
To: Sheila Roy

LinkedIn

Salle Kravcheck, CEO and co-founder of Ellevest

How I Manage Entrepreneurialism and Mom-ism



Download LinkedIn Pulse to get more top stories of the day



Published by your network



Krista Benot

Home (Organization) for the Holidays?

Are you planning to take some much-needed time off over the holiday season and spend it at home? ...

Recommended for you



Creel Price

Five (F)aws Pitching Your Business

I've always enjoyed the interesting and enlightening conversations that often happen in the back of...



Daniel Solove



Sheila Roy



What are your connections up to?

See all updates



David Dawood, BA, CRA is celebrating 16 years at Air Canada

Congratulate

PROFILE CHANGES

LinkedIn



Hi Sheila,

I'd like to connect with you on LinkedIn.

Keara Johnston

Student at University of Ottawa

Accept

View Profile

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You are receiving invitation emails. [Unsubscribe](#)

This email was intended for Sheila Roy (Director at Appraisal Institute of Canada). [Learn why we included this.](#) If you need assistance or have questions, please contact [LinkedIn Customer Service](#).


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Registered Office: Wilton Plaza, Wilton Place, Dublin 2, Ireland

ca

Remember!

- Remember, everything you do can be seen by others in your network.
- Be careful of you follow! Check their profile before accepting
- Don't lie...even just a little bit!
- Remember the “Golden Rules”
 - recommend before asking to be recommended
 - Endorse before asking to be endorsed
- Use your photo...not your logo
- Use your full name – this is your resume
- Customize vs automate
 - E.g. Send an invitation to connect with a personal message
- Check your spelling!

A case study



Glen Power, AACI, P.App, MRICS

1st

Director, Accredited Real Estate Appraiser & Advisor at Provident Valuation & Advisory Services Inc.
Newfoundland And Labrador, Canada | Real Estate

Current

Provident Valuation & Advisory Services Inc., The Appraisal Institute of Canada

Previous

Prescient I.C.I., Altus Group, Atlantic Realty Advisors (ARA)

Education

Athabasca University

Send a message

500+
connections

★ Relationship


Contact Info

Connected 1 month ago


Posts

Published by Glen
See more ▶


566
followers


providentva.com

Have your 2016 St. John's Assessment Reviewed by...
November 27, 2015


providentva.com

Review your 2016 City of St. John's Assessment...
November 27, 2015


providentva.com

Q3 Commercial Market Update-St.John's, NL
October 13, 2015

?TABdH6z9klNPjs4jeojXjQO8i7bb3c&authType=name&authToken=Gg7z&trk=prof-sb-bro...



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COMMERCIAL REAL ESTATE MARKET OVERVIEW: Q3 2015

Strong economic conditions over the previous decade have resulted in similar conditions in the commercial real estate market. During this timeframe all commercial real estate sectors experienced steady net revenue growth, tight vacancy conditions, market expansion and value growth. In recent quarters, due to the oil price collapse and the resulting impact upon the local economy, uncertainty has entered into the market, and market growth has leveled off.

The following is a summary of selected findings from our most recent commercial real estate market update, which includes a review of transactional activity, rental rates and vacancy, and also includes a survey of commercial market investors, brokers and landlords.

Our review of registered conveyances indicates that commercial transactional activity is down significantly during 2015 relative to recent years. Furthermore, new construction activity is considerably less, with the City of St. John's reporting a 37 per cent decline in permits as of August 2015 relative to 2014.

While the light industrial and retail sectors indicate relatively stable occupancy levels, not unexpectedly, the office sector vacancy rate has increased significantly in recent quarters. Overall office vacancy is currently estimated at +/- 12 per cent, which is double the average rate during 2012.

The increased vacancy is the result of considerable new supply at downtown and suburban locations, as well as relatively flat demand in recent quarters. Low demand has slowed absorption of new space, and for the first time in recent years, sub-lease space has added considerably to the available supply. Additional new supply will further exacerbate this situation later in 2015, and into 2016.

Survey respondents indicated that rental demand for both office and light industrial space is currently flat. Net effective rents however, remain stable in most sub-sectors. With increasing office vacancy, there is some risk of rental rate erosion in forthcoming quarters. According to survey respondents, the only sector currently indicating active rental demand is the retail sector.

Capitalization rate compression has been a market trend prevalent across Canada since 2009. While rates have declined in St. John's, the declines have not been as steep as in other markets, and rates paid tend to be higher for similar investments. The primary reason for the difference is demand composition, which includes a lower ratio of national investors (such as REIT's, Pension Funds, etc.), and a higher number of local and regional investors than other markets. Lower competition from national investors accustomed to lower yields has resulted in less rate compression here than other locations such as Halifax, where there is greater competition from national players.

Analysis of transactional data during 2013-2014, prior to the oil-price collapse, indicates that strong competition from local investors had resulted in considerably lower cap rates than typical having been paid for a number of investments. While only a limited number of investment properties have traded during 2015, the most recent data indicates that rates have remained low, however not at the extreme end of the range observed during 2014.

Notwithstanding the economic climate, real estate investor demand remains relatively strong, albeit for lower risk product with long-term, stable tenancies. The lack of commercial transactional activity in recent months is more due to a lack of available investment product, rather than lack of

investor demand. Owners are not currently motivated to place properties on the market.

Overall, the commercial market could be described as stable, for the moment, with most participants having adopted a 'wait and see' attitude. Activity levels are expected to remain low until economic conditions improve. Value parameters remain stable, however may deteriorate with a prolonged economic downturn.



Glen Power AAI, MRICS is an accredited real estate appraiser and principle at Provident Valuation and Advisory Services. He currently serves on the Board of Directors of the Appraisal Institute of Canada.

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Articles

St. John's Commercial Real Estate Market Update: Q-3 2015

October 2015 | St. John's Board of Trade Business News, Volume 30, Number 6 | Glen Power AACI

Strong economic conditions over the previous decade have resulted in similar conditions in the commercial real estate market. During this time frame all commercial real estate sectors experienced steady net revenue growth, tight vacancy conditions, market expansion and value growth. In recent quarters, due to the oil price collapse and the resulting impact upon the local economy, uncertainty has entered into the market, and market growth has leveled off.

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4 new updates

People in your network have new connections

Thomas J Inserra is now connected with:

2d

**Tim Webb II**

Regional Manager at Paragon Home Loans

Connect

Thomas Croke is now connected with:

2d

**MrID Home Inspections - Newfoundland**

Nick Fewer & Mike Fewer - Franchise Owners / Certified Home In...

Connect

Show more updates ▾

Graham Milley likes this

2h

**Q3 Commercial Market Update-St.John's, NL**

Glen Power, AACI, P.App, MRICS on LinkedIn • The following is a summary of selected findings from our most recent commercial real estate market update, which includes a review...

Like • Comment • Share • 5

Lloyd Power likes this

22h

**Cyril J. Russell, CHHE, CRDE**

General Manager, Fairfield Inn & Suites by Marriott

If it comes down
to your ethics vs.
a job, choose ethics.

7 ways to keep in touch

**Mary Piccott has a work anniversary.**

Celebrating 37 years at Household Movers & Shippers Ltd

Like

Comment

Skip

Ads You May Be Interested In

**Office 365 Migration**

Moving to the Cloud? Avoid the Pitfalls with Our Free White Paper.

**Cloud faxing that works**

HIPAA-compliant faxing designed for healthcare. From \$9/mth. Free trial.

**Filestuff.ca**

Securely Upload, Sync, Share and Store files in our Canadian Data Center

About Feedback Privacy & Terms ▾

LinkedIn

LinkedIn Corp. © 2015

Leverage articles on Twitter

The screenshot shows the Twitter profile of Glen Power (@GlenPPower). The profile picture is a headshot of a man with glasses. The background banner image shows a dark, silhouetted hill or mountain under a cloudy, sunset-like sky. The navigation bar at the top includes Home, Notifications, Messages, a search bar, and a Tweet button. The profile statistics are: 45 Tweets, 281 Following, 53 Followers, 7 Favorites, and 20 Lists. The bio states "Glen Power @GlenPPower" and "Joined October 2010". The tweets section shows three tweets, each with a link to an external article. The first tweet is about a Q3 Commercial Market Update, the second is about the impact of 'big data' on building operations, and the third is about oil prices and revenue. To the right of the tweets, there is a 'Who to follow' section listing TekSavvy and Charmaine Davidge.

Home Notifications Messages Search Twitter Tweet

Glen Power
@GlenPPower
Joined October 2010

TWEETS 45 FOLLOWING 281 FOLLOWERS 53 FAVORITES 7 LISTS 20 Edit profile

Tweets Tweets & replies

Glen Power @GlenPPower · 2h
"Q3 Commercial Market Update-St.John's, NL" by @GlenPPower on @LinkedIn
[linkedin.com/pulse/q3-comme...](https://www.linkedin.com/pulse/q3-commercial-market-update-st-johns-nl-glen-power/)

Glen Power @GlenPPower · Mar 19
The impact of 'big data' on building operations: CABA [renx.ca/new-caba-study...](https://www.renx.ca/new-caba-study/) via @RENXca

Glen Power @GlenPPower · Jan 14
Some insight from the Economist on how oil prices and revenue are likely to impact the gulf states. The break even p...[lnkd.in/diWZWAZ](https://www.inkd.in/diWZWAZ)

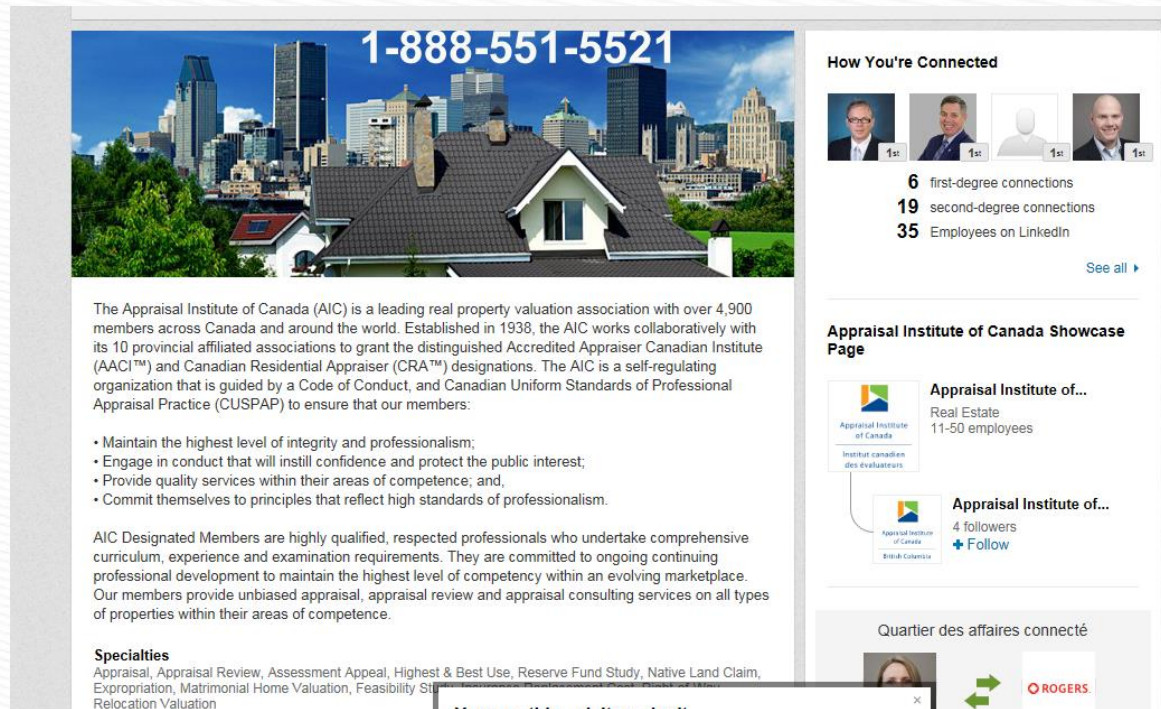
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- Maintain the highest level of integrity and professionalism;
- Engage in conduct that will instill confidence and protect the public interest;
- Provide quality services within their areas of competence; and,
- Commit themselves to principles that reflect high standards of professionalism.

AIC Designated Members are highly qualified, respected professionals who undertake comprehensive curriculum, experience and examination requirements. They are committed to ongoing continuing professional development to maintain the highest level of competency within an evolving marketplace. Our members provide unbiased appraisal, appraisal review and appraisal consulting services on all types of properties within their areas of competence.

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AIC Group

The screenshot shows the LinkedIn interface for the 'Appraisal Institute of Canada/L'Institut canadien des évaluateurs' group. The top navigation bar includes the LinkedIn logo, a search bar, and links to Home, Profile, Connections, Jobs, and Interests. The group's header features its logo, name, and a 'Member' button. Below the header, there is a section for starting a conversation with the group, followed by tabs for 'Conversations' and 'Jobs'. A 'FEATURED' post by Ken Hollett is visible. To the right, the 'ABOUT THIS GROUP' section describes the group's purpose, and the 'MEMBERS' section shows a list of group members and an 'Invite others' button.


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FEATURED ... 9mo

 **Ken Hollett, B.Comm, RI, AACI, MRICS, CRP**
Senior Associate at Penny & Keenleyside Appraisals

ABOUT THIS GROUP

The Appraisal Institute of Canada/L'Institut canadien des évaluateurs is group for members of the Appraisal Institute of Canada

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New - AIC Exchange



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Seven Myths and Realities of Residential Appraisals: Do You Know the Facts?

May 3, 2016 4 0



Keith Lancastle

Chief Executive Officer at Appraisal Institute of Canada

56m

[Appraisal Institute of Canada](#) members work in all markets and conditions - in sellers' markets an appraisal is an invaluable tool to protect consumers and the lenders. The "sober second thought" is an important check and balance.

Seven Myths and Realities of Residential Appraisals: Do You Know the Facts?

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Mark Schroeder via **Keith Lancastle**

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Members may use advertising media:

- in the solicitation of clients and business in a manner that does not offend the interests of the public and the profession
- to inform prospective clients and the public of the availability of their professional services; and,
- to advise such parties as to the range, nature and cost of such professional services.

Members must avoid advertising media which is:

- false, misleading, exaggerated, uses laudatory statements or superlatives (e.g., we are the best) to describe their services.

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- The name of the Institute or its designations may be used to refer to a Member's affiliation with the Institute.
- Candidates must identify themselves as AIC Candidate or Candidate Member of the Appraisal Institute of Canada (or AIC)
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CUSPAP Ethics Standard on Advertising

- Candidates must identify that they are working under the supervision of a Designated Member of the AIC and name the supervisor and their designation.
- AIC Members may advertise jointly.
- AIC Members can use the Institute's logos, as determined by the Board of Directors.
- Any matter related to misleading advertising that is brought to the attention of the Counsellor, Professional Practice can be investigated by the Counsellor without the registration of a formal complaint.

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- The internet is not anonymous...it will not forget
- Distinguish the line between work and personal
- Avoid all offensive material in your professional channels
- You are endorsing others when you share, retweet, post – be sure you have done your research!
- Don't "sell"
- Maintain others' confidentiality (photos need permission, etc)
- Do not "return fire" online – take it offline if need be
- Be consistent and strategic

Questions?



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