

S O C I A L M E D I A D I G E S T



Videolicious: Create and Share Your Own Property Videos

Videolicious is now available to Coldwell Banker agents for free. This branded version, includes unlimited video length, unlimited photos or video clips, full music library and branded ending shot.



1. Download the [Videolicious App](#) to your iPad or iPhone. Open the app, sign in (using your Coldwell Banker email address). If you have problems signing in, email Videolicious@ColdwellBanker.com.



2. Choose your photos and/or video clips.



3. Tell your story. You can now narrate the video, clicking on images to the right as you talk.



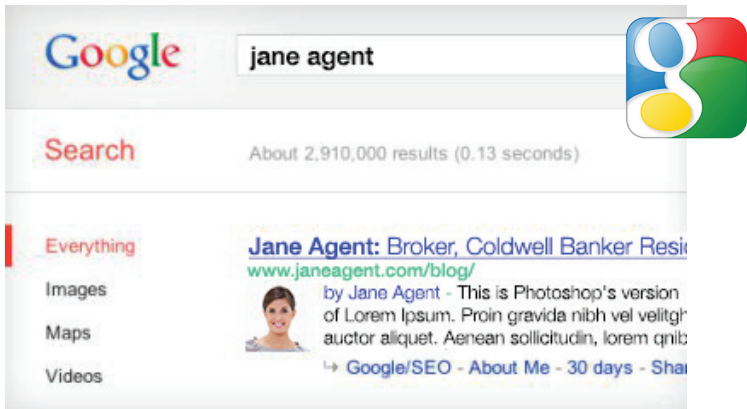
4. Select your music and the sound level from tons of musical selections.



5. Now share your video via email, YouTube, Facebook, Twitter or FTP, all at the touch of a button.

[Watch](#) this short 'how to video' made with Videolicious.





See Your Picture in Search Results

We've all seen it. You google something and magically a person's image appears by an article, website or blog. Now, your photo could pop up by your listings in the search results if you set up Google Authorship.

Why set up Google Authorship?

1. It gets you noticed. Photos catch the eye and increase visibility and clicks.
2. Content claimed by an author is viewed as more credible than unclaimed content.
3. Most people and/or companies haven't set up Google Authorship yet. So break through the clutter.
4. People trust a friendly face. Get your face in search results.
5. Google Authorship can improve clicks by 30 to 150%! (Source: Catalyst)

Once you've set it up, Google automatically displays your image by any content you have authored.

[Click here](#) for a tutorial on how to set up Google Authorship.

October's Social Media Stats

Social Media Brings Visitors to ColdwellBankerOnline.com

ColdwellBankerOnline.com visits that were referred by social media:
8,344 referrals 12,561 listing views

Total Social Media Likes/Followers:

Facebook.com/CBOnline	Twitter.com/CBtweet
2,921 likes	3,485 followers

October's Most Popular Facebook Post

Want to take your real estate business to the next level? Visit [GoWithCB.com](#).

155 Likes; 2 Comments; 14 Shares

