

2013

# LeadStreet Social Connections Guide





**Revision History**

<b>Name</b>	<b>Date</b>	<b>Version</b>	<b>Description</b>
Tamika Anglin	10/16/13	1.0	Initial Creation

For support, please contact the RE/MAX of Western Canada Technology Department:

RE/MAX of Western Canada  
#340-1060 Manhattan Drive, Kelowna, BC V1Y 9X9  
Tel: 250-860-3628  
Toll Free: 1-800-562-3622  
Fax: 250-861-5131  
Email: [technology@remax.ca](mailto:technology@remax.ca)



## Introduction

LeadStreet helps our customers make connections every day and comes equipped with the ability to garner prospects from the popular social networks, namely, Facebook, Twitter, Google+ and LinkedIn. Brokers and Agents can select to associate their social networks to LeadStreet which enables them to manage all of their prospects, leads, and contacts from one central interface. A contact from one of the available social network sites can be imported as a prospect and later added as a contact. Social network has increased in popularity within the last couple of years and is used by different persons in a variety of ways.

As an agent or a broker, social networking will allow for your listings and advertisements to reach persons at all parts of the world within seconds of the click of the mouse. This is the means by which this generation communicates, and is considered the normal thing to do. Though social networking can have its upside, agents and brokers should try to control the type of information they share as any information on the internet (even when deleted) is accessible for up to seven years. For security, try to use strong passwords and take all the necessary steps to protect yourself from hackers and unscrupulous individuals.

## Prospects

Prospects are potential clients who are not yet added to your LeadStreet contacts database. In the grand scheme of things, a prospect would also be considered a person you are hoping to do business with, but have not yet done so.

## Contacts

Contacts are current, prospective and past clients with whom you interact or know on either a professional or personal level. In your business, these are clients you have either done or doing business with, or are hoping to.

## Connecting your Social Networks in LeadStreet


To connect your social networks in LeadStreet select the **Connect Your Social Networks** icon from the Start up Checklist page. You will then be taken to the following page:




HomesConnect Social Networking 0

Dashboard > Social Networking Overview > Connections


## Social Networks

 With access, we can import your contacts, check for new contacts when you log into Homes.com and let you know if any of y


[Connect With Facebook](#)

 With access, we can import your contacts, check for new contacts when you log into Homes.com and let you know if any of y

[Connect With Google](#)

 With access, we can import your contacts, check for new contacts when you log into Homes.com and let you know if any of y

[Connect With LinkedIn](#)

 With access, we can import your contacts, check for new contacts when you log into Homes.com and let you know if any of y

[Connect With Twitter](#)

We will examine the operation of each of the social networks found in this area.



### Facebook

Facebook remains the most popular social networking available today, allowing socialites, professionals and persons from all genres of life to connect share and collaborate. If you are not yet a part of the Facebook network, visit [www.facebook.com](http://www.facebook.com) to create your free account.

#### To connect:

- Select [Connect With Facebook](#)
- You will then be redirected to the Facebook sign on page and prompted to input your user name and password
- Enter password and select Login
- Select OK or Skip at the dialogue box authorizing Homes.com to post to your profile
- Upon completion, you will now notice your Facebook profile picture and the option to Import prospects
- Select Import Prospects
- Once this process is completed, you will then see the number of prospects imported into your profile
- Select [prospects](#) to view your prospects



### Google+

A Google+ connection allows for your Google contacts and calendar to be imported into LeadStreet. This is available for people with a Gmail account.

#### To connect:

- Select [Connect With Google](#)
- You will then be redirected to the Google sign on page to allow access
- Input your Google user name and password and select Sign In
- Select Allow Access
- Prospects are automatically brought over into LeadStreet
- Select [prospects](#) to view your prospects



### LinkedIn

LinkedIn is gaining in popularity and is known as a social connection for professionals. Persons wishing to highlight their qualifications, experiences and to connect with persons on this level prefer LinkedIn over other social media.

#### To connect:

- Select [Connect With LinkedIn](#)
- You will then be redirected the LinkedIn sign on page
- Input your LinkedIn user name and password and select Allow access



### Twitter



Twitter utilizes the popular #hashtag commenting option and is useful when sending short messages on the twitter network.

#### To connect:

- Select [Connect With Twitter](#)
- You will then be redirected the Twitter sign on page
- Input your Twitter user name and password and select Allow access




After you have connected to any of the social networks afore mentioned, the page will be populated to allow for the viewing of prospects, reauthorization or deactivation of a connection. It will also show for each of the connections, the profile picture, the number of prospects imported and the date and time of last update.

  Connected as: **Tamika Anglin**

[Reauthorize](#) [Deactivate](#)

[Import Prospects](#) (266 [prospects](#) last updated on 10/8/2013 4:09:54 PM)



Updated on 10/9/2013 6:14:02 PM

 Connected as: **Tamika Anglin**

[Reauthorize](#) [Deactivate](#)

[Import Prospects](#) (475 [prospects](#) last updated on 10/9/2013 4:34:48 PM)

Updated on 10/9/2013 6:13:36 PM

  Connected as: **Tamika Anglin**

[Reauthorize](#) [Deactivate](#)

[Import Prospects](#)

Updated on 10/9/2013 6:13:22 PM

  Connected as: **Tamz A**

[Reauthorize](#) [Deactivate](#)

[Import Prospects](#) (25 [prospects](#) last updated on 10/9/2013 6:12:39 PM)

Updated on 10/9/2013 6:12:46 PM

#### To remove a connection

- Select **Deactivate** next to your profile icon
- Deactivation will remove the connection between Facebook and your LeadStreet account
- Once deactivated, you will need to reconnect using the connection options above
- Note that contacts added via social media are not removed from your contact list upon deactivation of this connection. These will need to be manually deleted following the contacts handling procedure.



### To reauthorize a connection

Reauthorization allows for any changes made in Facebook to be synced with LeadStreet. Any new contacts since the last update will only be evident after reauthorizing the account.

- To reauthorize, select **Reauthorize** next to the profile picture
- Select OK or Skip when prompted at the dialogue box




### Adding a prospect as a contact

- To view your prospects, select **prospects** next to any of the profiles
- You will be taken to the Prospects page showing all prospects from each of your connected social networking sites
- Click on the contact's name and choose the Add as contact option
- You will now be taken to the contacts page, update any information for this contact as needed and choose the Save and Close button at the top right hand section of the page
- If you do not wish to add that contact, select Cancel to be taken back to the prospects page
- Added prospects are now removed from the prospects page and can be located in the contacts section of LeadStreet
- NB: Please reference the Contacts Handling in LeadStreet guide for more information on customizing your contacts

## Dashboard Gadgets for Social Connection

LeadStreet comes equipped with the ability to interact with your social network. You can add the gadgets of Facebook, Twitter and your Google calendar, allowing you to add and read posts, and update your calendar.

To add a social network gadget:

- Click on the red HomesConnect button  to be taken into the Dashboard area
- Click on the arrow next to Dashboard 
- Under Manage My Dashboard Gadgets go to the social network of choice and select 
- Once you have added the gadgets, sign in to Facebook to interact with your page from within LeadStreet. Do the same for Twitter and Google and you have instantly merged your business life with your personal life in one exciting place – LeadStreet!

To remove a gadget:



- Click the x at the top of the gadget in the dashboard

## Other social networking sites of interest

**Pinterest** – allows you to create boards and pin a variety of pins of your choice to these boards. You could certainly create a board for all of your listings for the world to see.

**YouTube** – why not create videos showcasing your properties and create your own channel to share them?

**Instagram** – Share pictures of your properties, enhance them and garner interests.

The possibilities are endless, when it comes on to Social media in this day and age. Refer to the link below for a comprehensive list of social networking sites to help you connect and get the word out. Who knows, you just might come across a few you like.

[http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)