

# ALL ATWITTER ABOUT TWITTER: SOCIAL MEDIA SIMPLIFIED

*Like most everyone in Colorado, last*

spring I was glued to the NBA playoffs for the first time in a long time. Amid the drama, I noticed something you may not have: The Orlando Magic play in the Amway Center, a major sports arena with naming rights owned by a consumer products conglomerate built entirely through social networking.

So when I get questions about the importance of social media, including the blogosphere and sites like LinkedIn, Facebook and Twitter, it's easy to distill these seemingly vague Web sites into one

short marketing phrase: geometric message extension.

Once you have that idea under your belt, other nagging issues crop up. The one I hear most often is, "I don't get it." My answer is that you don't have to. You're caught up in questions that don't need answers. Yes, many people are actively involved in online social networking with varying levels of expertise. No, they are not all your teenagers. Yes, many are older, affluent and business-minded. Yes, business connections can and are being made. No, it's not going away anytime soon.

## BUILDING PERMIT COMPARISONS—JUNE 2009

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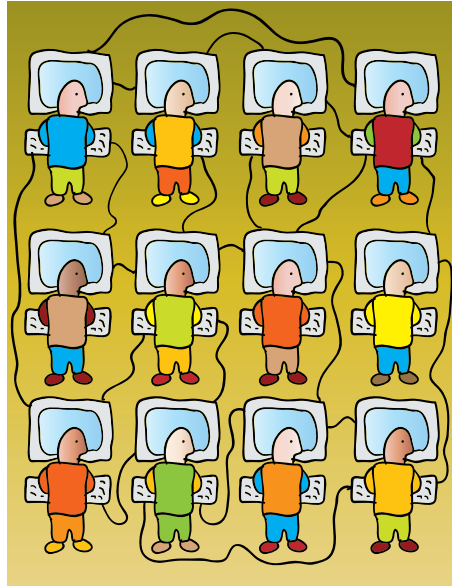
DEPARTMENT	DETACHED				ATTACHED				APARTMENTS				TOTALS			
	CUR	PREV	YTD	PYTD	CUR	PREV	YTD	PYTD	CUR	PREV	YTD	PYTD	CUR	PREV	YTD	PYTD
Adams County	5	4	23	16	0	1	0	2	0	0	0	0	5	5	23	18
Arapahoe County	9	17	31	54	0	0	12	0	0	0	0	0	9	17	43	54
Arvada	2	15	24	60	4	0	11	21	0	0	0	0	6	15	35	81
Aurora	38	57	176	288	0	0	0	30	0	0	0	0	38	57	176	318
Boulder	4	16	14	108	12	2	15	369	0	46	8	46	16	64	37	523
Boulder County	7	0	21	0	0	0	0	0	0	0	0	0	7	0	21	0
Brighton	1	0	5	19	0	0	0	2	0	0	0	0	1	0	5	21
Broomfield	17	7	69	62	0	0	12	17	0	0	0	376	17	7	81	455
Castle Rock	19	33	94	155	0	0	0	16	0	0	0	0	19	33	94	171
Centennial	0	1	3	11	0	12	7	12	0	0	0	0	0	13	10	23
Cherry Hills	0	2	4	11	0	0	0	0	0	0	0	0	0	2	4	11
Commerce City	13	25	31	91	0	18	6	53	0	0	0	0	13	43	37	144
Denver	36	99	168	487	44	14	107	121	0	590	168	1036	80	703	443	1644
Douglas	14	32	107	261	0	6	48	53	0	0	0	210	14	38	155	524
Edgewater	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Elbert	0	1	13	20	0	0	0	0	0	0	0	0	0	1	13	20
Englewood	0	2	1	4	0	0	0	0	0	0	0	0	0	2	1	4
Erie	9	0	53	76	0	2	6	14	0	0	0	0	9	2	59	90
Federal Heights	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Golden	1	0	6	6	0	0	0	0	0	0	0	0	1	0	6	6
Greenwood	1	4	5	19	0	0	0	0	0	0	0	0	1	4	5	19
Jefferson	11	17	41	96	0	18	25	51	0	0	0	0	11	35	66	147
Lafayette	1	1	5	8	0	0	4	0	0	0	0	0	1	1	9	8
Lakewood	7	7	22	29	0	0	2	0	0	0	0	0	7	7	24	29
Littleton	0	0	1	1	31	0	31	0	0	0	166	0	31	0	198	1
Lonetree	1	0	2	8	0	0	16	6	0	0	0	0	1	0	18	14
Longmont	0	2	14	16	0	4	30	54	0	0	0	0	0	6	44	70
Louisville	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Northglenn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Parker	4	21	21	106	0	0	0	0	0	0	0	0	4	21	21	106
Sheridan	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Superior	0	0	0	0	0	10	0	10	0	0	0	0	0	10	0	10
Thornton	18	42	73	171	0	0	0	0	0	0	0	0	18	42	73	171
Westminster	2	4	8	30	0	6	12	34	0	0	0	0	2	10	20	64
Wheat Ridge	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
<b>Totals</b>	<b>220</b>	<b>409</b>	<b>1036</b>	<b>2213</b>	<b>91</b>	<b>93</b>	<b>344</b>	<b>865</b>	<b>0</b>	<b>636</b>	<b>342</b>	<b>1668</b>	<b>311</b>	<b>1138</b>	<b>1722</b>	<b>4746</b>
<b>Percent</b>		<b>-46.2</b>		<b>-53</b>		<b>-2.2</b>		<b>-60.2</b>		<b>-100</b>		<b>-79.5</b>		<b>-72.7</b>		<b>-63.7</b>

Embrace these facts. Put aside your encumbering desire to understand how these sites work and just start by getting started.

Which brings up the next question: "How do I get started?" I admit it: I asked my teenage daughter to show me. Then I gathered my courage, leapt past my desire to understand and my fear of putting myself out there, and did it. Now, as time permits, I'm actively networking on LinkedIn, Facebook and Twitter – three's enough for now – and learning more every day.

Start with opening an account on LinkedIn ([www.linkedin.com](http://www.linkedin.com)) or Facebook ([www.facebook.com](http://www.facebook.com)). Upload a picture, fill in a few boxes, click a thing or two, and off you go. Dabble. Connect with a few old friends or business associates. Learn from others and watch your networks grow.

Last question: "Who has the time?" Answer: No one, except, pretty soon, everyone. I remember wondering how email would ever take. Why would someone write when they could simply call?



Well, there you go. Lesson learned.

The crux of what you need to know about social media? It's simply a method of extending yourself, your company message or your product offerings to a network of people you know directly or connect to through their acquaintances. And then it spreads. It's exactly how Amway became so phenomenally successful.

Take the leap. It's easier than you think. 🏠

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