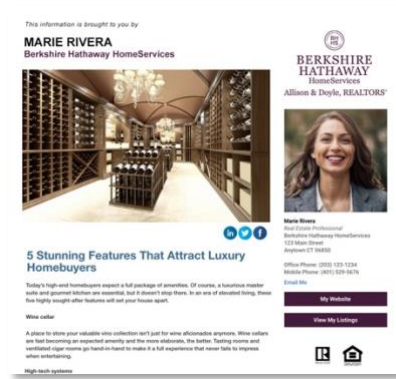
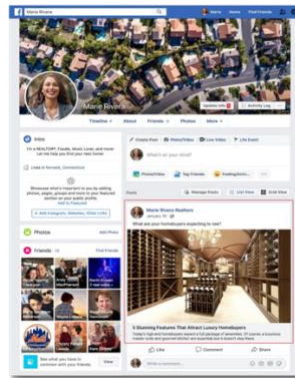
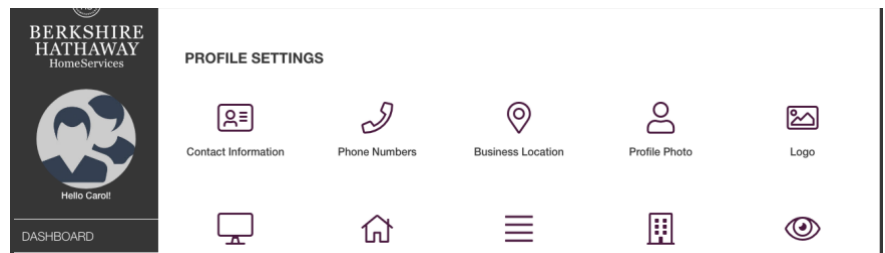


When your friends and followers click on one of your **Social Media Resource** posts they will be directed to **your branded landing page** to see the full post.

The landing page also displays your contact information, links and profile picture making it easy for your friends and followers to learn about you and get in touch with you.



Much of the information in your **Social Media Resource** profile has been filled in for you based on information from your **Resource Center Profile**.



The first time you log in to **Social Media Resource** you will be prompted to review profile fields.

Take note if any changes are needed but please click **Continue** to proceed forward if this your first time here.

Profile Setup

Business Location

🔒

🔒

🔒

🔒

Continue



You will notice a lock icon near fields indicating the field cannot be changed here in **Social Media Resource**.

Since this information comes from your Resource Center Profile, **if any changes are needed, return to your Resource Center later** and make any changes.

If this is your first time in **Social Media Resource**, please click **Continue** so that your account setup process is completed.

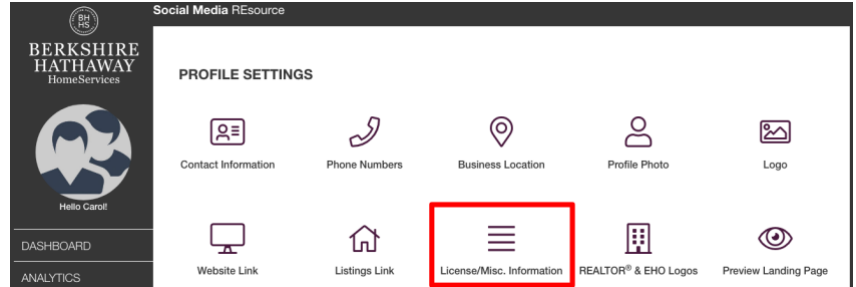
Profile Setup

Business Location

🔒

🔒

The **License/Misc. Information** field is **unlocked**.



Real estate professionals in states that require a **license number** to be included in any promotion should click **Profile > License/Misc. Information** and update that field with license number.

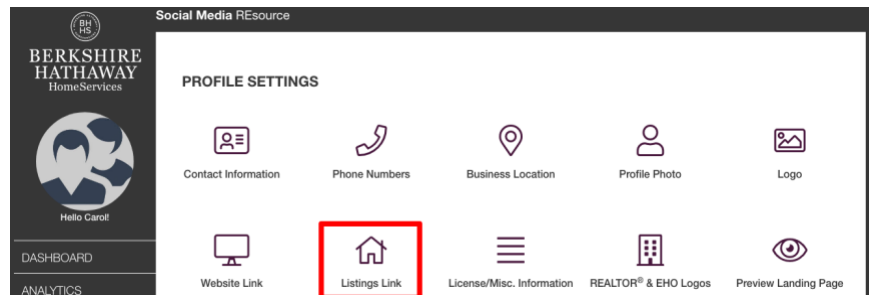
The **License/Misc. Information** field can hold up to 64 characters and can optionally be used for other information in states that do not require a license number to be posted. For example, "Serving Greater Springfield."

 A screenshot of the 'Profile Setup' form. The title is 'Profile Setup'. Below it is the instruction 'Enter Your License Number or Miscellaneous Information'. There is a text input field with the placeholder 'License Number/Misc'. Below the field is a purple 'Update' button.

The **Listings Link** field is **unlocked**.

Can clients search for your listings online? If so, you may want to add a 'Property Search' link your **Social Media Resource** profile so that social friends can search your listings from your branded landing page.

Click **Profile > Listings Link**.



If your listings can be found online, visit the web page that has your listings or property search tool.

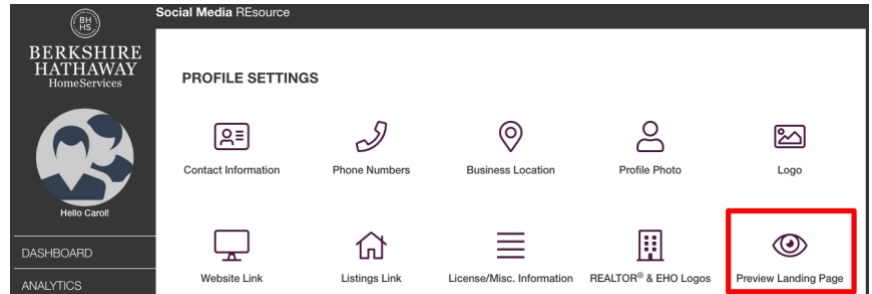
Copy the URL of your listings website, then paste it into the Link URL field (top box).

In the lower box put anchor text like, "Property Search" or "Search My Listings."

 A screenshot of the 'Profile Setup' form for the 'Listings Link' field. The title is 'Profile Setup'. Below it is the instruction 'Link to your listings, property search page or any webpage.' There are two text input fields: the top one contains the URL 'https://www.berkshirehathawayhs.com/New-England-Properties-CT301.' and the bottom one contains the anchor text 'Property Search'. Below the fields is a purple 'Update' button. At the bottom of the form, there is a small note: 'Copy the URL to your listings website, then paste it into the Link URL field above. Your Display Name (e.g., View My Listings) is how your listings website will appear on your branded page.'

Check your **Social Media RSource** landing page.

If you have made any edits or just want to confirm your branded landing page click **Profile > Preview Landing Page**.



Remember if any of your **Social Media RSource** profile information needs to be changed, you must make the change from your **RSource Center**.

Please allow **24 hours** for changes in the **RSource Center** to appear in your **Social Media RSource** account.

