

# Connecting Through Social Media

Have you fully embraced the digital world and all it has to offer?

BY KATE SHIRLEY

In the last few months, right of way professionals have been connecting like never before. The rise of social media has made this incredibly easy to do. In fact, participating in social media has become an essential networking tool. In addition to connecting with other right of way professionals, it's proven to be a quick way to make new contacts, reconnect with old colleagues, find jobs and promote your products and services.

Whether posting an article, joining a lively discussion, soliciting advice or announcing a new project, there are so many ways members can interact with each other. Through IRWA's LinkedIn page, members have been sharing their views and perspectives on a range of important industry topics. On IRWA's Facebook

page, you can show off photos from your last chapter or region event. Your company can also take advantage of Facebook as a new marketing opportunity to drive traffic to your website, recruit employees and promote your company's capabilities.

IRWA's online presence continues to expand. In addition to LinkedIn and Facebook, you can also find us on Twitter. IRWA's Leadership Institute offers just-in-time videos for skill-building and will soon be accessible directly through YouTube. Our online course offerings are continually expanding, and Right of Way magazine recently launched its own Facebook page. You will soon find us on Wikipedia, as well.

There are so many ways to stay connected with fellow members and right of way professionals. Haven't joined LinkedIn or Facebook yet? Visit [www.irwaonline.org](http://www.irwaonline.org), and follow the icons on our homepage to sign up!

With so many ways to stay connected online, here's a handy reference guide for how to maximize each of our social media outlets.



## LinkedIn

Share insights, ask questions and network with other industry professionals

- ➔ Join the IRWA LinkedIn group and start posting your comments.



## Facebook

Post your chapter event photos and see what other members are doing.

- ➔ "Like" the IRWA Facebook page to receive important updates.



## Twitter

Stay informed with instant updates and links on important industry news.

- ➔ Go to [twitter.com/mrieck](http://twitter.com/mrieck) to follow IRWA tweets posted by EVP Mark Rieck.



## YouTube

Advance your career with instant training videos from IRWA's Leadership Institute.

- ➔ IRWA leadership can log onto Leadership Resources to access the videos.

What is required in your state to acquire easements and or fee properties as far as ...olorado, anyone may n...

http://www.linkedin.com/groupitem?view=&gid=3270492&type=member&item=77584940&qid=fa22dd7a-5...

TEXTERTY Apple Yahoo! Google Maps YouTube Wikipedia Popular News (6,262) GHGT9\_Conf...

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

IRWA - Official International Right of Way Association Group

Discussions Members Search More...

What is required in your state to acquire easements and or fee properties as far as a real estate license, or state laws. In Colorado, anyone may negotiate and purchase an easement on behalf another. I know that some states do require a license. Please share if you'd like.

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Julie Duchscher, SR/WA • In CA., if you work for an Agency, like I do (El Dorado County) you do not necessarily have to be a licensed real estate salesperson or broker - I do have my salesperson license though. My IRWA SR/WA designation gives me the knowledge I need to perform my duties!

1 month ago • Like

Victoria Suzanne Bucher, SR/WA, R/W-NAC, R/W-AMC • In Florida, as long as one is employed by the owner, no license is required. However, a contractor or anyone bringing two (2) parties together for a transaction is considering to be brokering real estate and thus required to be licensed.

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Tara Wakefield-Brown • I believe Florida allows contract agents to begin a project, so long as the process of obtaining a license has been initiated and you pursue licensure within a certain amount of time. At least that was the situation for me in 2007, when my client at the time was deciding whether to send me to FL or keep me in GA, where I was already licensed. I know in North Carolina, I couldn't start day 1 as an acquisition agent until I had successfully completed the exam. Every state is different, and most states don't offer clear advice on this specific topic on their website, always best to call...

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