

# Leading the way in Social Media

*corcoran*

corcoran group real estate

Social media marketing is red-hot, ever changing and seeing explosive growth. Corcoran has been recognized as the real estate industry social marketing leader, innovator and pioneer by Google, The New York Times, The Wall Street Journal, Curbed and Mashable.

## facebook

Corcoran has over **100,000 followers**, 4 times larger than Elliman, and 7 times larger than Halstead. We are the largest real estate brokerage in the world on Facebook.

[facebook.com/thecorcorangroup](https://facebook.com/thecorcorangroup)

## twitter

Corcoran has over **13,000 followers**, and one of the most engaged real estate presences on the platform.

[twitter.com/corcoran\\_group](https://twitter.com/corcoran_group)

## foursquare

We have over **20,000 followers**, and are often profiled as the 'best case' example of how a brand should use the platform. We are case study number one, in chapter one of 'The Power of Foursquare', the first ever business book about Foursquare.

[foursquare.com/corcoran\\_group](https://foursquare.com/corcoran_group)

## Pinterest

We have over **3,500 followers**, one of the largest of any real estate brand in the world. Here you can find the highly shared best of Corcoran, organized by room and neighborhood.

[pinterest.com/corcorangroup](https://pinterest.com/corcorangroup)

## You Tube

Corcoran has over **1,500 subscribers**, and our channel has well over 1.5 million views so far. Our latest promo announcing the new corcoran.com has over half a million views.

[youtube.com/thecorcorangroup](https://youtube.com/thecorcorangroup)

## tumblr

We have over **120,000 subscribers** for our 'Home of the Day' and popular '10am Special'. Each post gets hundreds of interactions daily, and Tumblr is now our biggest social media platform.

[thecorcorangroup.tumblr.com](https://thecorcorangroup.tumblr.com)  
[thecorcorangroup10amspecial.tumblr.com](https://thecorcorangroup10amspecial.tumblr.com)