



MAAR Social Media Policy

These are the official guidelines for social media use on behalf of the Memphis Area Association of REALTORS® (MAAR). These guidelines apply to the following individuals who are creating or contributing to any kind of social media: MAAR employees, interns, contractors, and any volunteers who serve in an official capacity or are a member of the MAAR Board of Directors, serve on a committee, or serve on a sub-committee.

MAAR expects all who participate in social media on behalf of MAAR, and/or in any way connected to MAAR, to understand and follow these guidelines, and to be aware that they will continually evolve as social media evolves.

These guidelines also apply to MAAR staff who post or communicate as individuals (vs. in an official capacity as a MAAR staff member) when those communications pertain to MAAR. People know who you work for, so be mindful when commenting on things that touch on MAAR in your communications. For the purpose of these guidelines, “social media” refers to any digital communication form, either one-to-one or one-to-many, including but not limited to e-mail, blogs, Facebook, Twitter, Instagram, Snapchat, GroupMe and other group chat tools, texts, blogs, & websites.

1. Online: Online communications have lives of their own. Information can pop up in strange places. If you can't show it to your mother or a judge, don't post it! If in doubt, ask!
2. Represent yourself and MAAR appropriately: For your personal blog, twitter account, etc., make it clear whose opinion you are voicing. By identifying yourself as a representative of MAAR, you are creating perceptions about MAAR and your expertise. Be sure that all content associated with you is consistent with your abilities and MAAR's social media philosophy (that social media is about building relationships).
3. Beware! Know and use privacy settings.
4. Get permission: Before posting anything, consider whether you have permission. This includes the posting of pictures. Do you know if everyone in the picture is ok with it being posted online?

5. Mistakes happen – own them: If you make a mistake, admit it quickly. Most of the time, you can then move on. If not, let the MAAR staff help you fix your mistakes; explain the situation to enable staff to find a solution to any problem.
6. Be careful not to reveal confidential information. Disclosing any sensitive information pertaining to MAAR and its activities is prohibited. This includes general information, financial information, legal matters, internal operations, etc. When in doubt, don't share it online.
7. RPAC: Under federal campaign financial law, a trade association is permitted to solicit contributions only from its restricted class, i.e. its members, executive and administrative personnel, and their families. Because we can't ensure that all of MAAR's social media followers are members, solicitation on social media channels could potentially violate state and federal law and is therefore prohibited. However, it is permissible to post information such as how much has been contributed to RPAC or the number of contributors. When posting about RPAC, keep to this creed: Don't ask, just state the facts. (For more information, contact [Kira McNeil](#), 901.818.2419.)
8. Refrain from posting hate speech, slurs and/or inflammatory remarks. This may seem like a no brainer, but it's important to remember. Avoid online arguments and take care to exercise good judgement.
9. Administrative Rights: MAAR staff, as appointed by the MAAR CEP, shall have sole administrative rights to official MAAR pages, including those of its Foundations and Councils, in an effort to maintain consistency in messaging efforts.

IN CONCLUSION, MAAR trusts that you will abide by these policies. If, for any reason an incident occurs that violates the policy, you should bring the issue to the MAAR Board of Directors' or CEO's attention immediately so that a resolution can be found.