Social Media Ambassador Program Policy

Social media is a powerful and effective communication and engagement tool, and NAR encourages use of social media to help raise awareness of NAR’s work and issues of interest to REALTORS®, legislative and regulatory officials, partner organizations, and consumers.

The guidelines below are intended to enable NAR Social Media Ambassadors to maintain their ability to express themselves personally and professionally on social media, while also ensuring that the reputation and work of NAR is protected.

While this program is mainly designed for Social Media Ambassadors to share content on Facebook, Twitter, Instagram, and/or LinkedIn, the program guidelines apply to all social media channels, newsletters, and websites. Participation also includes using the Hootsuite Amplify platform and/or sharing NAR-provided content on your social media accounts.

While participating, please keep in mind two of NAR’s core social media values:

- Share information openly and proactively. We are willing to have difficult conversations with peers, those we manage, and those who manage us. We remain open to constructive feedback.
- Seek others’ opinions; encourage open discussion of differences; consistently exhibit composure and thoughtful behavior; seek opportunities to acknowledge others’ success; and listen attentively.

Content Sharing
By participating, you are agreeing to actively post and share content (videos, articles, photos, infographics, etc.) provided by NAR via the Hootsuite Amplify platform to your personal and/or professional social media accounts. Content will cover but not be limited to the following topics: leadership messages, advocacy, events, research, C2EX, Center for Financial Wellness, and REALTOR® magazine.

Training on the Amplify platform will be provided to participants. NAR and Hootsuite staff will be available to answer your technical and usage questions. We ask that when using the platform via the mobile app, you push notifications to be sent to your phone. This will ensure that you receive urgent alerts and announcements on the availability of content. Other non-urgent announcements and alerts will be sent via email from Hootsuite and/or NAR staff.

Comment Moderation
You may be asked to help moderate comments on NAR-related content that you may see in your personal social media feeds (i.e., reactions to news articles or announcements). In some cases, NAR will provide you with talking points and other background materials. When moderating comments and engaging with other NAR members and association staff online, please be respectful and considerate in your comments.
This includes:

- Taking the time to read all the comments in a thread before leaving your own.
- Responding to the ideas shared, don't attack the person who shared them.
- Remembering this is an opportunity for constructive sharing and discussion.
- Complaining is okay if the reason for posting is seeking solutions or help.

NAR respects the rights of individuals using social media to voice their views and opinions. However, on NAR-owned social media channels, NAR reserves the right to remove comments that are considered inappropriate, off-topic, or abusive; are being used to promote and solicit for third-party sites, initiatives or products; or otherwise violate the group’s guidelines.

**NAR Social Media Guidelines**

Social Media Ambassadors are encouraged to exercise good judgment and follow this program’s social media policy. Social Media Ambassadors should also respect online privacy, comply with applicable cybersecurity laws, and refrain from online bullying, or the sharing of harassing or explicit content.

NAR Social Media Ambassadors who do not adhere to these Guidelines or who otherwise act inappropriately when engaging in social media, may be contacted by the NAR staff or leadership to resolve the situation, which may include withdrawing, correcting, or revising the communication at issue, or participation in the program.

- While the President is the chief spokesperson for NAR, all NAR Social Media Ambassadors are encouraged to use social media to promote NAR’s mission, policy positions, advocacy efforts, and other association news.
- It is always acceptable to repost or share any NAR published communications and established policy positions.
- Always be professional and ethical when engaging in social media and avoid making statements or posting photographs that could reasonably harm the Association.
- In the capacity of a Social Media Ambassador, avoid making statements contrary to NAR’s public positions on federal or state issues, including but not limited to contrary statements about appointees, elected officials or candidates, and legislative or regulatory matters.
- When reasonably necessary or useful, include a disclaimer that views expressed by the NAR Social Media Ambassador are personal to the individual and do not represent the official views of NAR.
- Do not disclose any NAR confidential information.
- Do not call for a boycott of a product, service, or company.
- Avoid any connection to NAR when making personal statements of endorsement or opposition to particular products, services, or companies.
- Respect third-party intellectual property, and always use NAR’s trademarks in accordance with NAR’s **Membership Marks Manual**. REALTOR® means member of the National Association of REALTORS® and must not be used generically as a synonym for the occupation of “real estate agent” or “broker”.

• If a Social Media Ambassador is unsure whether a particular communication is appropriate, the NAR Social Media Ambassador should refrain from making the social media post or contact the President or CEO prior to publishing the post.

Final Considerations
As a company, NAR trusts—and expects—its Social Media Ambassadors to exercise personal responsibility whenever they participate in the program. Remember to always use good judgment. If you're about to publish something that makes you even the slightest bit uncomfortable, pause and reflect upon the guidelines. If you're still unsure, seek guidance from NAR staff.

If you have additional questions, please contact us at socialmedia@nar.realtor.

I acknowledge that I have received and read the Social Media Ambassador Program Policies, and will adhere to the guidelines aforementioned.

Signature
Date

Printed Name