

SOCIAL MEDIA POLICY



- In 2010, the Facebook movie, *The Social Network*, was released and there were only 900 million people on social media.
- Facebook alone has more than 1 billion users today.
- Projected that 2.77 billion people will be on social media in 2019.



WHY DO I NEED ONE?

A social media policy should:

- Establish clear guidelines
- Safeguard your reputation
- Prevents risks

DISCLOSURE REQUIREMENTS

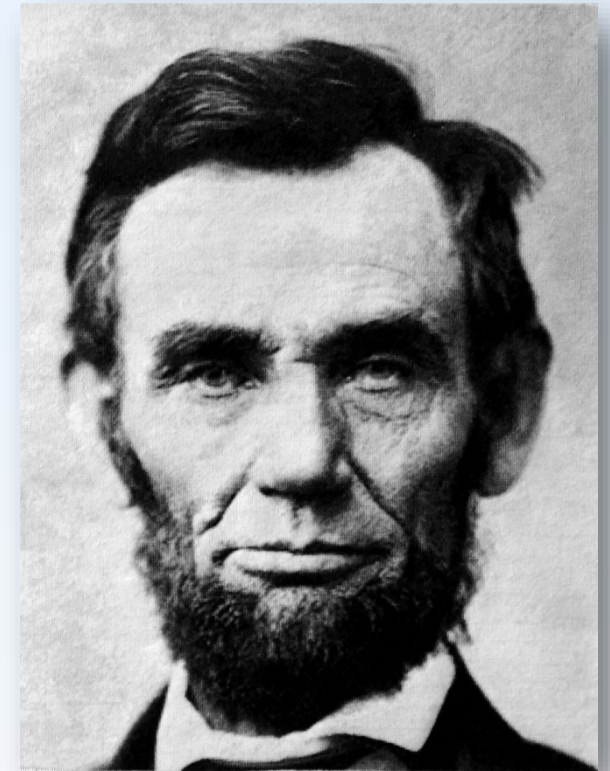
- Many states require specific disclosures on all advertisements.
- Know your state's requirements.
- Identify and explain these requirements in your policy.

TERMS OF USE

- Establish for any blog or interactive websites.
- Consider using the rules provided in the NAR Social Media Policy template.
- Include a take-down policy for any unlawful or objectionable content.
- Declare ownership of any content posted onto your site.

BE TRUTHFUL

- Communications should be honest and truthful.
- Federal Truth-In-Advertising and NAR Code of Ethics Article 12
- Avoid misleading or deceptive representations.
- Require current and accurate information.



REVIEW AND UPDATE

- Review the policy annually.
- Discuss brand guidelines, etiquette and appropriate engagement.
- Be careful with using memes.
- Update the policy to keep up with constant changes.

RESOURCES

- NAR Social Media Policy template (approved by NAR Risk Management Committee):
 - <https://www.nar.realtor/ae/manage-your-association/association-policy/create-a-social-media-usage-policy>
- Social Media Policy examples:
 - <https://www.nar.realtor/links/setting-social-media-policy-realtors-social-media-guidelines-examples>
- Articles:
 - <https://www.nar.realtor/realtor-ae-magazine/setting-social-media-policy>
 - <https://magazine.realtor/law-and-ethics/law/article/2010/04/5-risks-social-media>
 - <https://magazine.realtor/law-and-ethics/law/article/2010/08/your-social-media-policy>
- Window to the Law:
 - Social Media Legal Risks: <https://www.nar.realtor/videos/window-to-the-law/window-to-the-law-social-medias-legal-risks>