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):

• Social Media Policy examples:

• Articles:

• Window to the Law: