



## 2016 Social Media Policy for Missouri REALTORS® Leadership

Missouri REALTORS® (the “Association”) values social media. Its proper use creates awareness of our purpose and mission. It is also a great communication and marketing tool. As a leader of Missouri REALTORS®, what you share on the Internet is (or may be interpreted to be) representative of Missouri REALTORS® and, in any event, must be approached with caution. The written word is easily misunderstood and misinterpreted, especially in a leadership position as you are held to a higher standard by others.

Missouri REALTORS® also respects your right to interact and communicate about non-association related matters using the Internet. In order to protect the Association from the posting of comments and information that may have a harmful effect on its reputation and/or its employees, the following policy has been developed. For the purpose of this policy, “*engaging in social media*” means posting or uploading content to any type of interactive electronic communication including but not limited to websites, blogs, social networks, discussion boards, and listservs.

- Since the Internet is public space, you must refrain from engaging in social media that may disparage or harm the image or reputation of the Association or any of its employees.
- You assume any and all risks associated with engaging in social media.
- Before engaging in social media, know the Association’s position on issues. Be sure it is clear that *your* opinion and views expressed are yours alone and that any statements, opinions and beliefs do not necessarily reflect the views of the Association.
- When engaging in social media, be vigilant to ensure that you do not disclose any information that is confidential or proprietary to the Association or to any third party that has disclosed information to us. This includes but is not limited to the use of Association trademarks and copyrighted material.
- Use caution when posting photos of leadership, staff and members from REALTOR® events.
- When engaging in social media, do not expect your comments to be private. Even comments posted in private groups can easily be shared publicly.
- When it comes to political advocacy and candidate campaigns, represent and conduct yourself online as a member of the Missouri REALTOR® Party, which supports real property rights regardless of political affiliation.
- RPAC investments should not be solicited in any online public forum.
- Do not share or publicly post any decisions that are confidential. This includes board matters, personnel, staffing, professional standards decisions and financial information.

I have read, understand, support and, as a condition to holding my leadership position with the Association, agree to fully abide by the above Social Media Policy. I will direct any inquiries or concerns, whether or not specifically addressed in the policy statement, to the Association CEO. I understand that any violation of this policy could result in my removal from my leadership position.

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature**