



Southland Regional Association of REALTORS® Social Media Policy

Purpose: This policy provides guidelines for Southland Regional Association of REALTORS® (SRAR) members and staff regarding the use of social media professionally and ethically, consistent with the NAR Code of Ethics, Fair Housing Law, and other applicable laws and regulations.

Scope: This policy applies to all social media platforms used by SRAR members and staff, including personal and business accounts, when representing SRAR or discussing real estate-related activities.

General Principles:

- **Professionalism:** Always maintain professional conduct and demeanor, reflecting positively on SRAR and the REALTOR® brand.
- **Accuracy and Honesty:** Share accurate and truthful information, avoiding misleading or deceptive statements.
- **Fair Housing:** Uphold the principles of fair housing and equal opportunity in all social media activities.
- **Confidentiality:** Protect client and confidential information, adhering to privacy laws and respecting non-public listings.
- **Respect:** Treat others with courtesy and respect, avoiding discriminatory or offensive language or content.
- **Compliance:** Follow all applicable laws, regulations, and ethical guidelines, including the NAR Code of Ethics.

Guidelines:

- **Content:**
 - When sharing content related to the real estate industry, local market trends, community events, and SRAR activities, ensure information is relevant and appropriate.
 - Avoid posting personal opinions or commentary that could be perceived as biased or offensive.
 - Disclose affiliations with SRAR and any relevant sponsorship relationships.
 - Use proper attribution and follow copyright restrictions when sharing others' content.
- **Engagement:**
 - Respond to comments and messages promptly and professionally.
 - Address negative feedback or comments constructively, avoiding defensiveness or negativity.

- Report any discriminatory, harassing, or offensive content to the platform immediately.
- Personal Accounts:
 - Clearly distinguish personal posts from professional activities related to SRAR.
 - Be mindful that online conduct can reflect on your professional reputation, even on personal accounts.
- Privacy Settings:
 - Utilize appropriate privacy settings to protect confidential information and your brand.
 - Be aware of the public nature of social media and the potential for content to be shared or reposted.

Monitoring and Enforcement:

- SRAR shall have the authority to review the social media activity of members and staff to ensure compliance with this policy.
- Violation of this policy may constitute a violation of the NAR Code of Ethics, the SRAR Anti-Harassment Policy and/or the SRAR Code of Conduct, and could result in disciplinary action, up to and including expulsion from SRAR membership.

Resources:

- National Association of REALTORS® Social Media Policy: <https://www.nar.realtor/sites/default/files/documents/Social%20Media%20Policy%20-%20For%20Website.pdf>
- NAR Code of Ethics: <https://www.nar.realtor/about-nar/governing-documents/the-code-of-ethics>
- Fair Housing Laws: https://www.hud.gov/program_offices/fair_housing_equal_opp/fair_housing_act_overview

Resources listed above are not all inclusive and members are encouraged to keep informed of other resources that may be available.

Additional Notes:

- This policy is intended as a guide and may be updated from time to time.
- Members and staff are encouraged to seek guidance from SRAR Executive Staff if they have any questions or concerns regarding social media usage.

By following these guidelines, we can ensure that SRAR maintains a positive and professional presence on social media and that our members and staff conduct themselves in a manner that upholds the highest ethical standards.