

Social Media Do's and Don'ts

Best Practices

Do

- Ensure that all information is truthful, clear and accurate
- Use professional accounts for all real estate-related activity (promoting services as a licensee; sharing information that properties are for sale or lease, etc.)
- Include the name of your broker on every viewable web page and state(s) of licensure on all real estate websites/social media accounts following equal prominence rules
- If only using a personal account, ensure that each real estate-related post complies with laws, MLS Regulations and the Code of Ethics
- Ensure that the broker name is in equal prominence as that of the licensee (full name as on license must be used) on all social media posts (unless not within the licensee's control)
- Include the licensed name of at least one team member when advertising under a team (broker name and equal prominence rules apply)
- Identify any named unlicensed team member as being unlicensed
- Obtain written consent from the listing agent or broker before sharing any listing from another broker (must include name of listing broker)
- Only post/share non-original material (articles, photos, etc.) with written permission
- Include source of non-original material
- Update/remove any listing information from your website, social media, etc. that is no longer accurate within 14 days of the status change – including listings that were posted when active and have since expired or sold
- Set privacy settings to require approval prior to any tagged posts showing up on your timeline
- Include a url to full listing information when posting on social media with limited characters
- Brokers - create policy for social media use

Don't

- Publish information that is false, ambiguous or misleading
- Share professional promotions or listings on personal social media accounts without including full licensee name and licensure/broker information on the post or via a link to the broker/professional page
- Use only hashtags to provide licensed name or broker information
- Solicit business on personal social media accounts without including full licensee name and licensure/broker information on the post
- Share real estate listing posts on social media without written permission of the listing broker (or owner-FSBO)
- Share listing posts for states in which you do not hold a license
- Post information on properties that have sold for which you were neither the listing or selling agent without clearly giving credit to the listing/selling broker(s)
- Claim to have sold a property listed by another broker before it has closed
- Post photos/videos of other broker's listings that they have used in the marketing of the listing
- Post photos/videos of other broker's listings that you have taken without written permission from the listing broker. (Note: You may not take such photos without written permission from the listing broker. Also, do not allow buyers to photograph or video the listing without written permission.)
- Vent about another agent
- Complain about commission (amount)
- Use the term "REALTOR" with geographical locations, descriptive words or phrases
- Use IDX (or similar) feeds that post listings in a random manner to your social media, website (or other) accounts or that do not provide viewable listing broker information