

Model Social Media Policy for Association Leaders

Disclaimer concerning the Use of this Model Policy: This Model Policy is designed for local Associations of REALTORS® in Texas to use as a guide in the adoption of a Social Media Policy. Texas REALTORS® does not represent or warrant that this model document addresses all items that should be addressed in a social media policy or that compliance with this model document will eliminate any potential responsibility or liability by the association.

Association of REALTORS® (“Association”) Social Media Policy

Social media includes, but is not limited to websites, blogs, social networking sites, discussion groups, and listservs. Social media is a powerful and effective communication and engagement tool and the Association encourages Association leaders to utilize social media to help raise awareness of the Association’s work and issues of interest to Texas REALTORS® and consumers. These Social Media Guidelines for Association Leaders (“Guidelines”) are intended to enable Association leaders to maintain their ability to express themselves personally on social media, while also ensuring that the reputation and work of the Association is protected. In furtherance of these objectives, Association leaders should follow these Guidelines:

1. All Association leaders are encouraged to use social media to promote the Association’s mission, policy positions, advocacy efforts, and other association news.
2. It is always acceptable to repost or share any Association published communications and established policy positions.
3. Always be professional, respectful, and ethical when engaging in social media and avoid making statements or posting photographs that could reasonably harm the Association.
4. In the capacity of an Association leader, avoid making statements contrary to NAR’s public positions on federal issues, Texas REALTORS® public positions on state issues, and the Association’s public positions on local issues, including but not limited to contrary statements about appointees, elected officials or candidates, and legislative or regulatory matters.
5. When reasonably necessary or useful, include a disclaimer that views expressed by the Association leader are personal to the individual and do not represent the official views of the Association.
6. Do not disclose any confidential information.
7. Do not call for a boycott of a product, service, or company.

8. Avoid any connection to the Association when making personal statements of endorsement or opposition to particular products, services, or companies.
9. Avoid and/or remove statements or content that create undue opposition or controversy.
10. Avoid making statements or posting photographs that are inappropriate including, but not limited to discriminatory remarks, demeaning or defamatory comments, offensive material, and comments that might constitute harassment.
11. Respect third-party intellectual property, and always use NAR's trademarks in accordance with NAR's Membership Marks Manual. REALTOR® means member of the National Association of REALTORS® and must not be used generically as a synonym for the occupation of "real estate agent" or "broker".

Association leaders who do not adhere to these Guidelines or who otherwise act inappropriately when engaging in social media, may be contacted by the Association's CEO to resolve the situation, which may include withdrawing, correcting, or revising the communication at issue. Please be aware that social media presence is a significant factor for the Association's Nominating Committee in determining one's fitness for an Association leadership position. Social media presence may also be a factor when applying for local and state government positions.

As used in these Guidelines, "Association leaders" includes elected and appointed officers, directors, committee chairs and vice chairs, and other members appointed to positions of leadership.

The undersigned hereby acknowledges receipt of and agrees to adhere to these Guidelines.

Signature

Printed Name

Date