Social Media Policy

This policy ensures that all agents and staff use social media responsibly and professionally. It highlights the importance of maintaining the brokerage’s reputation, respecting client confidentiality, and aligning online activity with our brand values. By following these guidelines, agents can leverage social media as a powerful tool to connect with clients, showcase expertise, and build trust in the marketplace.

- Social Media Policy for Team Members

Social Media Policy for Team Members

Purpose

This policy guides all team members in their use of social media to ensure professionalism, compliance, and alignment with the values of [Team Name]. Social media is a powerful tool for marketing, networking, and client service, but it must be used responsibly to protect the team's reputation and its clients.

Definition of Social Media

For this policy, "social media" includes online platforms and apps used to share or engage with content. Examples include: Facebook, Instagram, LinkedIn, X (Twitter), TikTok, YouTube, websites, blogs, and new platforms as they emerge.

Scope

This policy applies to all social media activity by team members when representing themselves as REALTORS® or when their activity could reasonably impact the reputation of the team , its clients, or Century 21 Heritage Group.

Principles of Social Media Use

- **Professionalism:** Posts must reflect positively on the team and industry.
- **Transparency:** Identify yourself as a licensed real estate professional when posting about business.
- **Compliance:** Adhere to TRESA, CREA/OREA/TREB advertising rules, and any Century 21 Heritage Group brand guidelines.
- **Respect:** Be truthful, respectful, and avoid personal attacks or online disputes.

Prohibited Conduct

Team members must not:

- Share confidential client or team information.
- Post personal/private details of clients, colleagues, or competitors without consent.
- Speak on behalf of the team unless authorized by the Team Lead.
- Use the team’s logos, marketing content, or Century 21 trademarks without approval.
- Make false, misleading, or exaggerated claims about services or properties.
- Publish defamatory, discriminatory, offensive, or unprofessional content.

- Engage in spam or irrelevant mass posting.

Personal vs. Business Use

- Personal accounts should not create reputational risk for the team.
- When posting opinions unrelated to real estate, members should make it clear that their views are personal.
- Business pages and team pages should be approved and monitored by the Team Lead or delegated administrator.

Monitoring & Privacy

The Team Lead reserves the right to monitor public social media activity that references or reflects on the team. Members should understand that business-related posts are public and permanent.

Consequences of Breach

Failure to follow this policy may result in:

- Removal of content at the Team Lead’s request.
- Loss of privileges to post on team accounts.
- Internal discipline, up to removal from the team in serious cases.

Updates

This policy will be reviewed annually and updated as needed to reflect changes in law, technology, or company standards.