

# 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.

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## 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.

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## 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.

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# 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.
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# 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.
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## **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.
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## **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.

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## **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.

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# Updates

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

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