



Selkirk Association of REALTORS®

Social Media Policy

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SOCIAL MEDIA PURPOSE

The Selkirk Association of REALTORS® (SAR) recognizes that the Internet provides a variety of unique opportunities to participate in interactive discussions, promote and share information topics using a various social media outlets. However, use of social media can pose risks to SAR's confidential and proprietary information, reputation and brands, and can also jeopardize the Association's compliance with its Bylaws and Policy Manual, as well as adhering to THE NATIONAL ASSOCIATION OF REALTORS® (NAR) Code of Ethics.

This policy applies to SAR Staff (employees), the Board of Directors, contractors, volunteers, members of the Association or any third party who participates in social media activities with or on behalf of the Association.

Currently SAR actively participates in the following social media applications:

- Facebook

SOCIAL MEDIA POLICY FOR THE SAR STAFF AND REPRESENTATIVES FOR THE ASSOCIATION

These are the official guidelines for social media at SAR. If you're an employee, member, contractor, or volunteer of SAR or NAR creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off SAR's and NAR's websites, these guidelines are for you. We expect all who participate in social media on behalf of SAR to understand and to follow these guidelines. These guidelines will continually evolve as new technologies and social networking tools emerge—so check back occasionally to make sure you're up to date.

As a member of the SAR and/or representative keep the following principles in mind:

1. Be professional. Remember that you are an ambassador for our organization both on and off the job. Wherever possible, disclose your position as a representative of SAR. Be responsible and honest at all times.
2. Be credible, accurate, fair, and thorough.
3. Post meaningful, respectful comments. In other words, no spam and no remarks that are off-topic or offensive. Respect proprietary information and confidentiality of our members and of our internal operations.
4. When disagreeing with others' opinions, be objective and respectful.
5. Always remember that your online comments are permanently available to all, and may be republished in other media.
6. Stay within the legal framework and be aware that anti-trust, libel, copyright and data protection laws apply.
7. Don't plagiarize.
8. Don't disclose sensitive or "inside" information, make commitments or engage in activities on behalf of SAR unless you are authorized to do so. If you are in doubt, avoid

any contribution until you have received express permission from the AE (Association Executive). In other words, "If in doubt, leave it out."

9. Even in your private communications, don't forget your day job and or alliance with SAR.
10. You are a representative of SAR.

No expectation of privacy. All contents of SAR IT (Information Technologies) resources and communications systems are the property of the Association. Therefore, staff and/or representatives should have no expectation of privacy whatsoever in any message, file, data, document, facsimile, social media post, or any other kind of information or communication transmitted, received, printed, stored or recorded on the Association's electronic information and communications systems.

Be honest and transparent. Social Media is no place to hide. Use your real name if you are commenting about the Association or its programs and identify yourself.

Make a mistake? If you make a mistake, admit it. Be upfront and be quick with your correction. For example, if you're posting to a blog, you may choose to modify an earlier post, just make it clear that you have done so.

Be fair. There can be a fine line between healthy debate and hysterical reaction. Do not badmouth ours or other Associations and, even more importantly, other staff, our leaders, members, and their profession in general. See if you can invite differing points of view without inflaming others. Remember that once your words are online, you can't recall them. And once an inflammatory discussion gets going, it's hard to stop.

Add value. There's lots of traffic on today's social media. The best way to get yours read is to contribute subjects or information your readers will value. Social communication from SAR should help our members and co-workers. It should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, build their businesses or solve problems, or if it helps them understand our Association better, then it's adding value. If you are tempted to post about your breakfast cereal or your new haircut... don't.

Be conversational. Social media is conversational, so talk to your readers like you would talk to people in professional situations. Encourage comments. You can also broaden the conversation by citing other experts in your blogs, or by "re-Tweeting" others' comments.

Perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as an SAR employee, you are creating perceptions about SAR by our members and by the public.

Write what you know. Make sure you write and post about your areas of expertise. Use the first person. If you publish to a website outside SAR, please use a disclaimer something like this:

"The postings on this site are my own and don't necessary represent SAR's positions, strategies or opinions." Also, please respect brand, REALTOR® trademark, copyright, fair use, confidentiality and financial disclosure laws. If you have any questions about these, see your AE. Remember, you are personally responsible for your content.

Respecting Association commitments: Social media activities should not interfere with your regular work commitments. Association staff is expected to respect other applicable policies relating to work performance.

Protocol. Any staff members and representatives with a personal Social Media page(s) AND with "friends" that are members of SAR must abide by this protocol.

FACEBOOK FAN PAGE POSTING GUIDELINES

The SAR Social Media outlets are provided for the REALTOR®, Affiliate and Sponsor community by the SAR Board of Directors, its AE and Public Awareness/Marketing Chair. We will make updates as often as possible to share as much as we can about SAR and the achievements of our members and staff as well as other relevant community information, education and events.

All comments posted to SAR's fan page are subject to review and removal by the page administrator at his or her discretion.

The intent of this policy is not to keep any negative or critical information from being posted, but to protect the privacy and rights of SAR staff and members. Discussing employees or members in a negative way will not be allowed. The page administrators will review all postings to ensure they do not run afoul of the rules nor of SAR's Acceptable Use Guidelines regarding Internet access and practices.

We welcome your thoughts and comments and look forward to what you have to say. SAR aims to publish all user-submitted content unless it:

- Contains language that SAR, in its sole discretion, considers offensive or inappropriate. This includes remarks that are racist, homophobic and/or sexist as well as those that contain obscenities or are sexually explicit.
- Infringes on the trademarks or copyrights of the Association or any third parties.
- Breaks the law or encourages others to do so. This includes respecting copyright and fair use laws. If you are talking about somebody else's work, reference that work or the person, and where possible include a link.
- Easily identifies members and/or staff of SAR or the Association in defamatory, abusive, or negative terms. Derogatory, vulgar or offensive comments and statements that are targeted at other organizations or individuals are also prohibited.
- Does not show proper consideration for others' privacy or are considered likely to offend or provoke.
- Is not relevant to the site or a post that is being responded to.
- Is a commercial endorsement, including spam.

The page administrator reserves the right to:

- Keep discussion comments positive and productive.
- Remove comments at any time, for any reason.
- Acknowledge criticism that is legitimate and respond respectfully.
- Reproduce postings from members in other media.
- Post pictures and videos from Association events.

Photo / Video Disclaimer

SAR reserves the right to use any photograph or video taken at any event sponsored by SAR without the express written permission of those included within the photograph or video. SAR may use the photograph/video in publications or other media material produced, used or contracted by SAR including, but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, etc.

Any person desiring not to have their photo taken or distributed must contact SAR, in writing, of his/her intentions and include a photograph (so you can easily be identified – SAR will use the photo for identification purposes and will hold it in confidence).

Inappropriate Comments

If you have a comment or would like to report an inappropriate comment for us to review, send an email to the SAR AE at the email address given.

THE NATIONAL ASSOCIATION OF REALTORS®

SAR maintains compliance with THE NATIONAL ASSOCIATION OF REALTORS® (“NAR”) guidelines. For more information on NAR’s social media policy guidelines, please visit NAR’s Social Media Guidelines for Associations.

http://www.realtor.org/letterlw.nsf/pages/0510rm_socialmedia

**SOCIAL MEDIA POSTING GUIDELINES FOR STAFF,
COMMITTEES & REPRESENTATIVES**

Use of the SAR logo (or name) is expressly prohibited without written authorization from the SAR Board of Directors. If you are contacted for comment about the Association for publication including in any social media outlet, direct the inquiry to the Board President or AE. SAR policy states that the President of the Board of Directors and AE are the official spokespeople for the Association.

APPROVAL REQUIRED BEFORE USE

If your job responsibilities require you to speak on behalf of the Association in a social media environment, you must still seek such approval for communications from the AE or SAR Board of Directors using the guidelines listed below:

FACEBOOK GUIDELINES

It is against SAR'S By-Laws and Policy Manual to create your own social media page on behalf of a committee.

Committee Chairs, Vice Chairs or team representative* should utilize the "official" SAR social media outlets using these guidelines:

1. As the Committee/Member Focus Team representative, e-mail the SAR AE to be added as an authorized **administrator** of a possible SAR Fan page. (You will be notified when you have been added.)
2. ****VERY IMPORTANT**** Any content you wish to publish, including news, events, invites and other information must be approved by SAR **prior** to posting.
 - a. E-mail the SAR AE with the information you wish to post/promote. (Your administrator privileges may be revoked if you violate this policy.)
3. Absolutely NO individual or company promotion is allowed.

LINKEDIN GUIDELINES

Not currently available.

TWITTER GUIDELINES

Not currently available.

*Team representative(s) are those individuals active on a Committee that have been appointed to represent their interests as the authorized social media administrator in place of either the Chair or Vice Chair.

ROGUE PAGES

Board Members, AE, Staff, Committee and Representatives that find an unauthorized page depicting, using or containing SAR information or its brand should immediately report the page to SAR's AE. The AE will contact the party and request the immediate removal of SAR's information or brand utilizing the pre-approved template/letter. (See Exhibit A)

NEGATIVE POSTINGS

Paraphrased from <http://www.mfauscette.com/>

Although negative comments can provide an opportunity to discuss and respond to issues, it is very important to develop response guidelines and policies to deal with negative comments that are unproductive.

In general, negative comments fall in two categories:

1. Constructive criticism. If the comment is constructive criticism, then you should respond as follows:

- Establish whether the problem or complaint is legitimate.
- Acknowledge the problem.
- Assure the poster that they have been heard.

- Your response to the negative poster should be positive and respectful and maintain a friendly voice of authority.
- Once you respond publicly, take the conversation to a private channel such as email, IM (Instant Message) or phone.

2. Unwarranted attack, commonly referred to as trolling or spam. If the comment is trolling or spam, then you should respond as follows:

- In many cases, it is best to ignore the poster. But, if a response is warranted, then politely and respectfully respond to the poster and then leave it alone.
- For sustained attacks, especially unwarranted attacks, often other community members will step in, making your response unnecessary.
- In response to unwarranted attacks, it is often most effective to ignore the commenter, which takes away the fuel for their fire.
- More often than not deleting negative comments is not a good practice and will risk creating a larger backlash. We can make an exception for obviously abusive, obscene or socially unacceptable comments (which will be clearly stated in our terms of service on the fan page).

ACKNOWLEDGEMENT OF RECEIPT AND REVIEW

By signing below, I am confirming that I not only have received and read the Social Media Policy but that I also understand its contents. I understand that SAR expressly reserves the right to change, modify, update or delete its provisions without immediate notice.

[PRINTED]

Board Member, Employee, Representative participating in SAR's Social Media outlets.

[Signature]

[Date] _____