



## Social Media Policy

Social media includes, but is not limited to websites, blogs, social networking sites, discussion groups, and list serves. Social media is a powerful and effective communication and engagement tool and BRAR encourages its leaders to utilize social media to help raise awareness of BRAR's work and issues of interest to Virginia Realtors® and consumers. This Social Media Policy is intended to establish clear guidelines and enable BRAR leaders to maintain their ability to express themselves personally on social media, while also ensuring that the reputation and work of BRAR is protected.

While the President is the chief spokesperson for BRAR, all BRAR leaders are encouraged to use social media to promote BRAR's mission, advocacy efforts and other association news. BRAR leaders include elected and appointed officers, directors, committee chairs and other members appointed to positions of leadership, as well as BRAR staff. Violation of these policies fall within the purview of enforcement of bylaws and polices of the association through the professional standard process.

### BRAR Core Values

**Mission statement:** BRAR will advocate for property rights and be the voice of real estate for the member and consumer.

**Vision statement:** To promote member growth and professionalism

We want to be known for:

- Leadership – shape a better future
- Collaboration – leveraging collective genius
- Integrity – being Real
- Accountability – recognizing that if it is to be, it's up to me
- Passion – showing commitment in heart and mind
- Quality – ensuring what we do, we do well

#### 1. Who manages social media?

- a) Only BRAR's AE is permitted to create and alter Public Pages.
- b) Leaders are encouraged to monitor the FB closed group and any inappropriate posts/comments should be reported to the AE
- c) The AE has the authority to remove 3rd party posts and comments which are deemed in violation of this policy.

#### 2. What to post:

- a) Our social conversations should include ~~useful~~ information about latest updates, newest education, industry news, action behind the scenes, and events. All content shall be branded according to the association's branding standards.
  - b) Respect copyright and fair use laws. For BRAR's protection and your own, respect the laws governing copyright and fair use of copyrighted materials owned by others, including NAR's and BRAR's own copyrights and brands.
  - c) What you publish is widely accessible and will be around for a long time, so consider the content carefully. Be mindful of the fact that social media content creates business records that may be retained for business, legal and regulatory purposes.
3. What not to post:
- a) Our social conversations should not include opinions surrounding politics, religion, personal finances, confidential information, speculations, negative reviews, gossip or inflammatory language, derogatory language or any language which could be construed as an anti-trust violation.
  - b) RPAC contributions shall not be solicited in any online public forum – they can only be posted in the closed group.
4. Enforcement:
- a. Failure to follow this policy may result in disciplinary action, including possible termination or suspension. All social media is subject to other policies contained in the Policy and Procedures Manual-Violation of these policies fall within the purview of enforcement of bylaws and polices of the association through the professional standard process.
5. Who to contact regarding Social Media Questions?
- a. The Association Executive
6. What to do in a Crisis Situation:
- a. Never participate in social media when the topic being discussed may be considered a crisis situation. A crisis situation could be thought of as negative comments that have potential for long-term damage to BRAR.
  - b. Report the post right away to the President and wait for further instructions. While message may be gone, it very well could have been saved by someone.
  - c. The President will seek input from Executive Team/Legal Counsel before facing member directly.
7. What to do about difficult questions/comments:
- a. Unless, the member is violating the posted rules of BRAR's social media group or the member is a BRAR volunteer who has agreed to follow your social media policy, we can't, and shouldn't, interfere with what they post online.
  - b. BRAR hosted social media groups should have clear posting guidelines that include the expected code of conduct in order to prevent difficulties.
8. Social Media Etiquette
- a. Ask yourself:
    - i. Am I going to be bothered if Board member sees this post?
    - ii. Is what I am sharing accurate and something followers really want to know??

- iii. Is what I'm about to share going to be offensive to someone or a group of people
- iv. Am I reacting or responding to a situation with my post?
- v. Is my spelling and grammar accurate?