



Social Media Advertising for REALTORS

Advertising on social media sites can attract attention and clients, but if you're not careful, it can also bring you something you don't desire *TROUBLE*. This Best Practice Guide is designed to help you be compliant with the Code of Ethics and State License Law.

MICHIGAN STATE LICENSE LAW

All advertisements to buy sell, exchange, rent, lease, or mortgage real estate or business opportunities by a broker shall include the **broker's name as licensed and broker's telephone number or street address**. All advertising shall indicate affirmatively that the party advertising is a real estate broker (licensee).

ARTICLE 12 COMPLIANCE FROM NAR'S REALTOR MAGAZINE

"Social media tools may appear to provide a more informal way of presenting listing data, but ads posted to Facebook are subject to the same advertising standards as those that appear in print. When putting listings on social platforms, REALTORS® have a responsibility to identify themselves as real estate professionals and to show their company affiliation.

Many agents assume that displaying a picture of their brokerage on the backdrop of their Facebook business page takes care of Code compliance, but that alone is not sufficient to meet the standard; Backdrop images don't show up in Facebook newsfeeds, so individual postings must include the brokerage name.

REALTORS® must properly identify themselves as REALTORS®, licensees, and real estate professionals and identify their company name. Common posts such as "just listed, 123 Main Street" with a description of the listing do not alone make it clear that the person posting is a real estate professional.

Any advertisement of real estate services or of listed property must disclose the name of the REALTORS® firm "in a reasonable and readily apparent manner". Exceptions are abbreviated formats, such as thumbnails, text messages, and tweets, as long as there is a link back to a display of the REALTORS® full information.

SHARING ANOTHER AGENT'S LISTING ON SOCIAL MEDIA

DO NOT SHARE, RETWEET, OR FORWARD someone else's listing, in any format online, without written consent from the listing agent. If you don't receive permission from the listing agent, this could be a violation of Article 12 in the Code of Ethics.

Article 12, Standard of Practice 12-10

Misleading consumer through deceptive framing, manipulating content, deceptively diverting internet traffic, or presenting other's content without attribution or permission.

Best Practices

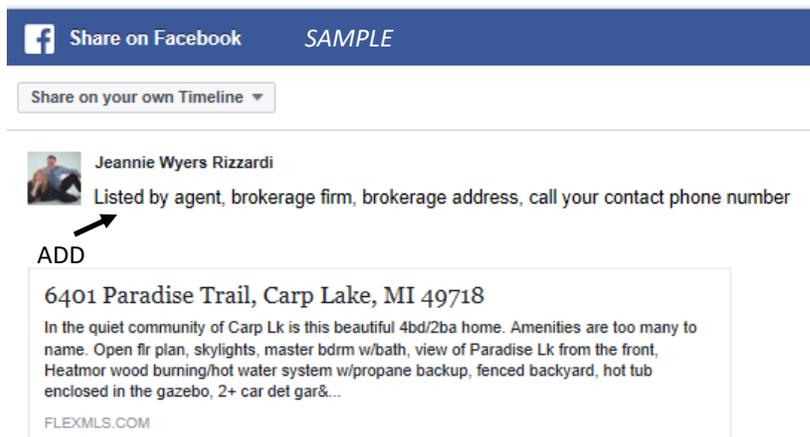


FLEXMLS

In flexmls, you can easily post **YOUR** listing to Facebook or Twitter by simply clicking SHARE , but before you click Post or Tweet, you will need to add some details to be in compliance with the Code of Ethics and State Licensing Law.

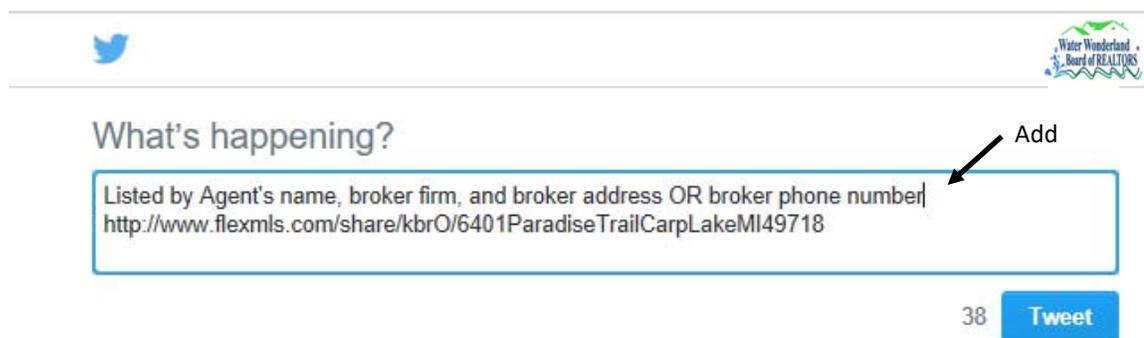
Facebook

Flexmls will auto populate your marketing remarks. You will need to add your name, brokerage firm, and brokerage address OR brokerage phone number. This post will link back to full listing description.



TWITTER

Flexmls will auto populate a link to **YOUR** listing in flexmls in a tweet, however you will need to add your name, brokerage firm, and brokerage address Or brokerage phone number.



Regardless of the social medium you are using, any post-type-advertisement for your listing must clearly include your name, brokerage firm, and brokerage address OR brokerage phone number to ensure your compliance with the Code of Ethics and State License Law. ***Now you're ready to post, tweet, snap, and pin!!***