



SOCIAL MEDIA & MARKETING POLICY

TABLE OF CONTENTS 1.

STATEMENT AND SCOPE

2. TACTICAL GUIDELINES FOR EMPLOYEES

3. CONSEQUENCE OF BREACH

4. ANNUAL REVIEW

Last revision: 4.25.22

STATEMENT AND SCOPE

We, RE/MAX Town and Country believe marketing is one of the best ways to increase your business, raise brand awareness, and leverage time. Our Official Policy is Monitor Not Restrict.

As an employee and/or representative of RE/MAX Town & Country, you are expected to demonstrate best practices and appropriate etiquette on social media and marketing when it comes to the general public/consumer, including but not limited to the following:

- Be respectful to all, No hate speech, No confidential company info ●
Must Follow All NYS Advertising Guidelines
- Adhere to Code Of Ethics ●
Follow Antitrust laws
- Follow all Fair Housing Guidelines
- Adhere to NYS Agency disclosure when necessary
- Provide all social media accounts to leadership (personal, private, and professional)
- Provide a proof of all marketing materials ahead of time before posting or submitting to general public/consumer

Customer Inquiries

Customer Inquiries and/or disputes should be handled with the utmost professionalism. Remember NYS Agency, Fair Housing & Code Of Ethics.

Questionable content

RE/MAX Town and Country has no restrictions on what you can post on your social media with the exemption of anything that violates fair housing, code of ethics, hate speech, antitrust laws, and/or anything applicable by local, state, and federal law.

Some topics to avoid commenting on, being a group/forum & other danger zones

1. Politics
2. Religion
3. Zillow

TACTICAL GUIDELINES FOR EMPLOYEES

When do I need approval to post a message on social media and or marketing?

Any and all ads, marketing materials, etc that promote your real estate business, listings, and/or yourself to the general public and/or consumer must be sent to the Compliance Manager prior to posting, mailing, and printing.

What kind of information am I allowed to post related to my work on social media? Anything that is legally allowed

Should I include my company info in my social media bio? Or should I keep my company accounts and my personal accounts separate?

Yes, including New SOP

What if I print, post or mail by accident and something is not compliant?

Depending on severity, you may be subject to legal ramifications, financial ramifications, immediate recall with no reimbursement, and/or but not limited to loss of license.

What should I do on social media during a PR crisis?

Call and/or Text the Compliance Manager. DO NOT ENGAGE

CONSEQUENCE OF BREACH

Failure to comply will result in the following consequences:

1. Warning
2. \$50 fine
3. \$500 fine
4. Termination

ANNUAL REVIEW

This policy will be reviewed once per year. All employees/ independent contractors will be provided with access to a copy.