

Coldwell Banker Real Estate Social Media Policy

Applicability: All Sales Associates

Scope: This social media policy applies to all real estate sales associates affiliated with Coldwell Banker Real Estate. This policy applies to work related use of social media regardless of whether the technology used by the sales associate is a company or personal device.

Responsibility For Content: A sales associate who uses social media as a representative of the company, or otherwise uses social media for work related purposes, is solely responsible for information and other content that the sales associate makes available anywhere on the web. Remember that anything that is posted on a social media site may be public for a very long time, if not forever. Also, keep in mind that it may not be possible to modify or remove such postings at a later date. The company disclaims any responsibility or liability for any errors, omissions, loss or damages claimed or incurred due to any postings made by sales associated.

General Guidelines For Social Media Usage

- 1) **Identify Yourself:** In accordance with applicable state licensing and advertising laws, the REALTOR® code of ethics and sales associates independent contractor agreement with the company, sales associates must clearly identify himself/herself as being affiliated with the company including the street address and telephone number of the company's office with which the sales associate is affiliated. This applies to any work related marketing or promotion conducted by a sales associate including such marketing or promotion that occurs in the course of using social media. The sales associate may also provide other elements such as an alternative email address to contact the sales associate (i.e., in addition to the ,name/@coldwellbanker.com email address provide by the company)
- 2) **Protect Confidential Information:** No one may post confidential information about the company, its clients, customers, employees, sales associates or any other third party. No one may post or make comments on financial matters pertaining to the company or its parent companies (i.e Coldwell Banker Real Estate or Realogy)
- 3) **Be Respectful:** Be professional and respectful of others in your communications and refrain from posting statements that are false, misleading, obscene, defamatory, libelous, tortuous, degrading, threatening, harassing, hateful, insulting, inflammatory, unlawful, fraudulent, discriminatory, or invasive of the privacy of others. Think Golden Rule!

- 4) **Respect Laws:** Respect copyright, trademark, privacy, financial disclosure and all other laws especially the real estate license laws and regulations. In accessing or using a social media site, comply with the legal terms or code of conduct governing such site. Do not post materials of others- such as photographs, articles, artwork, or music- without first getting the written permission of the creator of the work. In addition, any display of the original work of others must identify the creator of the work, attribute the creation of that work to the creator of the work and disclose that the work is being used with the permission of that person. Refrain from “reposting” information from other sites without a source.
- 5) **Report Inappropriate Conduct:** No sales associate may use a social networking site for any purpose that is unlawful or make any statement or post any materials that pose a threat to the good reputation of the company. If you feel that a sales associate or representative of the company is or has been, or will be engaged in any inappropriate conduct, please bring the matter to the attention of the company’s legal department.
- 6) **Privacy:** In accessing or using a social media site, review the site’s privacy policy to understand how the site uses the information that you provide. Be careful about revealing excessive personal information, including your birth date, contact information and personal pictures. If you do not want your information to be publicly available do not post it online. Because the company retains the right (but not the obligation) to monitor all files and messages stores on and transmitted through the company’s computers, remember you have no reasonable expectation of privacy on social media through the company’s computers, even if you have used a private account.
- 7) **Software:** Software or other files downloaded from social media sites, and the internet, generally, can obtain viruses or cause other computer problems. If accessing social media via a company computer or other internet device, do not download software made available on a social media site unless given authorization by the company’s chief technology officer.
- 8) **Company Identity Standards:** Sales associates must conform to all company identity standards regarding the use of logo and trademarked, copyrighted, or registered wording or slogans. The company maintains the right to control the use of the company name, logo, trademarked, copyrighted or registered words, images, and/or slogans. The company retains the right to deny permission to any sales associate to use the company’s texts images, illustrations, audio/video clips, logos, and/or characters on his/her social site, for any reason, including for violation of the terms and conditions of this policy. The company logo or Coldwell Banker mark must never stand alone within a social

media page of be used as a profile picture, user name, profile name or profile url. All proper DBA's must be included.

- 9) **Fair Housing Compliance:** No demographic information on neighborhoods, towns, cities or states should be displayed, though links to sites containing demographic data can be provided as optional content.

Vendor Advertising/Recommendations: No vendor advertising of any type is allowed. This is to prevent the appearance of any kind of conflict of interest and/or RESPA violations. In addition, sales associates shall not use social media to make vendor recommendations unless the vendor has been approved by the director of the company's concierge department.