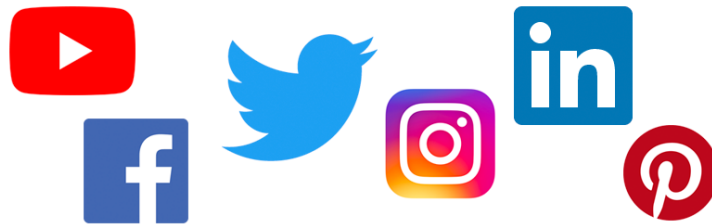




# SHARING LISTINGS ON SOCIAL MEDIA

*The Dos and Don'ts of posting a listing to a social media site.*



## Do!

- **Obtain written authorization from the broker who owns the listing(s) you wish to share.**
- Identify yourself as a REALTOR®, with the full name on your license (unless you have filed an alias with MREC), and the state in which you are are licensed.
- Identify your brokerage by the full name as it appears on the license and supply the office phone number.
- Use your designations (be sure they are current if renewal is required).
- Keep your information current.
- Monitor public comments on your content.
- Be honest and truthful in all communications. Present a true picture of the property.
- Stay up to date on MLS policy, as well as MREC and Code of Ethics standards.

# Do not:

- **Share any listing not belonging to your brokerage without written permission.**
- Publish confidential information such as showing instructions, owner name or sold data.
- Disparage other real estate professionals.
- Permit public comments that disparage protected classes, sellers, property, or other real estate professionals. You are responsible for the content associated with your post.
- Publish statistical analyses or marketing content without identifying the source and time of the data.
- Use misleading URLs.
- Advertise for any other service (title companies, banks, etc) on any page that displays any listing.
- Suggest an IDX search includes all MLS data. IDX may not display all listings or listing content available in MLS.

*Fines may be imposed on violations of MLS policy.*

*Find the SOMO MLS  
Rules & Regulations  
in Flex under the menu  
option MLS Intranet.*

