

Columbus REALTORS® Social Media Policy

Purpose: Columbus REALTORS® recognizes the value of social media and the unique opportunity it provides to participate in online discourse, discussions, and share information on particular topics. The proper use of social media creates awareness of Columbus REALTORS®' vision and mission, while also serving as a source of communication. As a member of Columbus REALTORS®, what you share on the internet is (or may be interpreted to be) representative of the Columbus Association of REALTORS® and, in any event, must be approached with care.

Scope: This social media policy applies to all Members, volunteer leaders, and Staff of Columbus REALTORS® as it pertains to real estate promotion and other work-related use of social media.

General Guidelines for Social Media Usage:

Columbus REALTORS® Staff shall have sole administrative rights to official Columbus REALTORS® and Columbus REALTORS® Foundation social media accounts in an effort to maintain consistency in messaging efforts. This includes closed groups and pages. The Association is not responsible for the opinions and information posted by its Members on their personal and/or business social media accounts.

Members may not create or maintain a social media account name, user name, 'handle', URL, screen name, or any other identifying name that contains Columbus REALTORS® branding, trademarks, or a variation of one or more Columbus REALTORS® trademarks.

The use of a social media platform to post any Columbus REALTORS® proprietary information (including but not limited to confidential information, finances, etc.) is strictly prohibited.

Columbus REALTORS® respects the rights of individuals using social media to voice their views and opinions. However, when posting to or within Columbus REALTORS® social media channels, Columbus REALTORS® reserves the right to remove comments that are considered inappropriate, off-topic, abusive, or are being used to promote listings or solicit for third-party sites, initiatives, or products. Columbus REALTORS® encourages Its Members to participate responsibly in these media platforms, provided that Columbus REALTORS®' rules and guidelines regarding social media usage are adhered to.

Social media pages, groups, and posts administered by Columbus REALTORS® are platforms for Members to interact with other Members, Columbus REALTORS® Staff, consumers, affiliates, and other key constituencies in a respectful manner. The information provided on these pages is for educational and informational purposes only. The information should not be construed as a recommendation by Columbus REALTORS® for any course of action regarding financial, legal, or accounting matters. Columbus REALTORS® is not responsible for members' posts, and is not liable for any direct or indirect damages/losses that may result from reliance on information shared on the forum. Columbus REALTORS® reserves the right to remove any content posted to or within an Association platform that does not adhere to this policy.

Trademarks should always be used in accordance with [NAR's Membership Marks Manual](#). REALTOR® means a member of the National Association of REALTORS® and must not be used generically as a synonym for the occupation of "real estate agent" or "broker."

Columbus REALTORS® reserves the right to repost, reshare, and collaborate on social media posts in which the Association's social media accounts are tagged.

Antitrust: Columbus REALTORS® Staff and Members must conduct all communication via social media in a professional, ethical, and lawful manner, and comply with federal antitrust laws. The following topics are prohibited on Columbus REALTORS® social channels, pages, groups and message boards: agreements to price fixing, commissions, limiting product or service offerings, allocating geographical areas or customers, and refusing to conduct business. Antitrust laws promote competition and protect consumers from anti-competitive mergers and business practices. Columbus REALTORS® reserves the right to remove any posts that violate antitrust laws.

Campaigning: Those running for a Columbus REALTORS® Officer or Director position may not use any association branding or logos in campaign efforts on social media. Use of Association branding or logos does not constitute an endorsement from Columbus REALTORS®, and a member found to be using Association branding or logos will be asked to delete the post. Members must abide by [Article 15 of the Code of Ethics](#), and refrain from knowingly or recklessly making false or misleading statements about other real estate professionals, their businesses, or their business practices.

Hate Speech: Posting or reposting any defamatory and/or offensive material, including but not limited to any public speech that expresses hate or encourages violence toward any group based on sex, race, ethnicity, religion, disability, sexual orientation, gender identity, or any other trait or characteristic protected by national law, is strictly prohibited.

Copyright: All photos/video/content posted on Columbus REALTORS® social media accounts must be free of copyright restrictions. If planning on using copyrighted material, Association Staff and/or Members must first obtain written permission from the original author of this content.

Publishing Content of Columbus REALTORS® Sponsored Online and Social Media Accounts: The following terms and conditions apply to member publication within or on any Columbus REALTORS® sponsored social media accounts and activities. Columbus REALTORS® reserve the right to require members to discontinue use of Columbus REALTORS® sponsored social media accounts at any time and in our sole discretion.

Advocacy: When it comes to political advocacy and candidate campaigns, Columbus REALTORS® supports private property rights regardless of political affiliation. When using the Association's name in connection with political issues and advocacy, the content must remain objectively non-partisan.

Central Ohio REALTOR® Party Action Committee (CORPAC) investments must not be solicited in any online public platform, such as social media.