

SOCIAL MEDIA GUIDELINES FOR LIBOR LEADERS

Social media is a powerful and effective communication and engagement tool and LIBOR acknowledges that Leaders want to utilize social media in an attempt to help raise awareness of LIBOR's work and issues of interest to REALTORS® and consumers.

These Social Media Guidelines ("Guidelines") for LIBOR Leaders are intended to encourage LIBOR leaders to maintain professionalism and leadership presence when expressing themselves personally on social media, while also ensuring that the reputation and work of LIBOR is protected.

In furtherance of these objectives, LIBOR recommends its Leaders follow these Guidelines:

1. While the President and the CEO are the chief spokespersons for LIBOR, no leader should make public comments on industry related news and LIBOR business without first speaking with the LIBOR Communications Department. All LIBOR leaders who post or repost comments about LIBOR on social media are encouraged to promote only published communications regarding LIBOR's mission, established policy positions and advocacy efforts, and other published LIBOR news.
2. Unless otherwise stated, it is acceptable to repost or share any LIBOR published communications and established policy positions.
3. Always be professional and ethical when engaging in social media and avoid making statements or posting photographs that could reasonably harm or bring negative publicity to LIBOR.
4. Do not make defamatory, discriminatory, or derogatory statements about others.
5. In the capacity of a LIBOR leader, avoid making statements contrary to LIBOR's public positions on federal and local issues, including but not limited to contrary statements about LIBOR's approved Policy Agenda, appointees, elected officials or candidates, and legislative or regulatory matters.
6. When reasonably necessary or useful, include a disclaimer that views expressed by the LIBOR leader are personal to the individual and do not represent the official views of LIBOR.
7. Do not disclose any confidential information.
8. Do not call for a boycott of a product, service, or company.
9. Avoid any connection to LIBOR when making personal statements of endorsement or opposition to particular products, services, or companies.

10. Respect third-party intellectual property rights by obtaining the proper copyright permissions before reposting or sharing works of others, including but not limited to photographs, articles, and music.
11. Do not discuss rate or amount of commission charged for the sale, lease, appraisal or management of real estate as that can only be negotiated between each member of LIBOR and his/her client/customer.
12. If a LIBOR leader is unsure whether a particular communication is appropriate, the LIBOR leader should refrain from making the social media post or contact the President of LIBOR or CEO prior to publishing the post.

LIBOR leaders who do not adhere to these Guidelines or who otherwise act inappropriately when engaging in social media, may be contacted by the President or CEO to resolve the situation, which may include withdrawing, correcting, or revising the communication at issue.

As used in these Guidelines, “LIBOR leaders” include elected and appointed officers and directors, committee members, and chairpersons and vice chairpersons for LIBOR, its subsidiaries, divisions, and affiliated entities, and other members appointed to positions of leadership.

To the extent any other LIBOR Policy imposes stricter obligations than those stated in these Guidelines or is inconsistent with these Guidelines, said LIBOR Policy would supersede these Guidelines.