

KELLERWILLIAMS®

Social Media Policy

If you are using “Social Media”, Facebook, Twitter, LinkedIn, Google +, YouTube, Blog, or any web based software; it is imperative that all Keller Williams Realty Agents and Staff create a business social media account to post real estate related information and not use their personal social media account for advertising of any real estate activities. This page must include:

1. KWMulinux Approved Logo
2. The KW Mulinux office location you work in; in the “About Me” area (example: Keller Williams Realty Mulinux – Keller Williams South Central Valley – Keller Williams Ardmore)

We advise you to avoid opinion and/or views of controversial issues on your business or personal social media accounts.

Please remember that all social media is a public platform – even if marked private- and is subject to all laws including liable, slander, etal.

Below is a list of links for guidelines to see for guidance before posting on a business page while being a representative of Keller Williams

1. Any posting that would violate fair housing rules and Regulations
<https://www.ok.gov/OREC/documents/CompleteDiscrimInHousing.pdf>
2. Any posting that would violate Antitrust Laws in the state of OK
https://www.ok.gov/.../Rules%203%2025%2009%20_RMP%20corrected_for_web.pdf
3. Any posts that would violate the Realtor Code of Ethics in the State of Oklahoma
[https://www.ok.gov/.../License%20Code%20and%20Rule%20Book%20\(2018\).pdf](https://www.ok.gov/.../License%20Code%20and%20Rule%20Book%20(2018).pdf)

Below is a list of topics to avoid while posting on a business page while being a representative of Keller Williams

1. Protected classes ie: sex, race, color, creed, age, national origin, ancestry, disability, veteran status, genetic information, or sexual orientation
2. Property posts that are not owned or listed by you without permission from the listing agent.
3. Personal venting, foul language, or sexual innuendos or inappropriate pictures.
4. Inappropriate postings that may include discriminatory remarks, harassment and threats of violence or inappropriate unlawful conduct to anyone or anything.

Before speaking or writing, remind yourself of the Keller Williams Belief System

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**Win-Win, Integrity, Customers, Commitment,
Communication, Creativity, Teamwork, Equity,
Trust, Success**