

Guidelines for Social Media Posting of Listings

1. **You can post your own listings.**
2. **When you post a listing, link to a website like your brokerage website, REALTOR.com, or some other reputable listing site.** That's because the site with the listing will (most likely) follow NAR's rules on listing display, which include a prominent display of the listing broker and listing agent names, and do so within 1 click. Additionally, by virtue of the IDX program, those sites already have approval from the listing brokerage to display their listings on their site.
3. **For any other listing from another agent in your office or another agent from another office, it's best to get written permission from the listing agent to share it before posting it.** Again, post a link to a listing website, don't save a copy of the photo and write your own post.

If/when you do post, be sure to do the following:

- **Clearly describe your "relationship" to the listing posted.** Do not imply in any way that you are the list agent, unless you are. Maybe something like "check out this listing that my firm has!" or something more generic like "I can put you in a home like this."
- If you include in your post the price or status of the listing (any info really), that you go back and **update the post if the price or status (or any info) changes.** That information must be kept updated.

Here's a link to an instructor guide on social media advertising from VAR that outlines these points and more.

https://virginiarealtors.org/wp-content/uploads/dlm_uploads/2020/12/Social-Media-Advertising-Instructor-Guide.pdf