

## REALTOR® SOCIAL MEDIA ADVERTISING GUIDELINES

We emphasize that **NO** social media advertising (in MA) can be done unless it contains the name of the Brokerage (not the agent, not the team, etc.). This applies to **ALL** social media platforms including but not limited to: Twitter, LinkedIn, Instagram, Facebook, etc. The Brokerage information cannot be in a link.

REALTORS®, members of the National Association of REALTORS® (NAR), adhere to NAR's strict Code of Ethics. Below is the section of the Code of Ethics that pertains to this topic.

### 254 CMR 3.00: PROFESSIONAL STANDARDS OF PRACTICE (9) ADVERTISING.

A Brokerage shall NOT advertise in any way that is false or misleading. (a) Brokerage identification: no Brokerage may advertise real property to purchase, sell, rent, mortgage or exchange through classified advertisement or otherwise unless he/she affirmatively discloses that he/she is a real estate Brokerage .

No Brokerage shall insert advertisements in any advertising publication or other means where only a post office box number, telephone, facsimile, electronic mail number or street address appears. All advertisements shall include the name of the real estate Brokerage.

(b) Salespersons prohibited from advertising. Salespeople are prohibited from advertising the purchase, sale, rental or exchange of any real property under their own name.