

# SCAR Social Media Policy

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Employees and members shall ensure that their social media posts via the Association's platforms are honest, accurate and factual. Prohibited content for the Association's social media platforms include gossip, rumors, falsehoods, defamatory comments, the copyrighted material of others, personal attacks, or harassing or otherwise inappropriate or offensive content as well as property listings and self-serving marketing.

When expressing opinions that are not those of the association on the Association's social media platforms, the employee and leadership shall use a disclaimer, such as the one mentioned below:

"The postings on this blog are my own and do not necessarily reflect the opinions, policies, positions, or strategies of my employer, the association of REALTORS® (or of which I am a member)."

Report inappropriate blogging or other use of association--provided technology by other employees or members to the Chair of the IT Committee, the Executive Officer or the Association President. If one or more of these officials feel the material is inappropriate it shall be taken down.