

Social Media Policy

For Lenson Realty Elite & New Floresta Realty

Purpose and Scope

This Social Media Policy outlines the guidelines for the professional use of social media by agents affiliated with Lenson Realty Elite and New Floresta Realty. It is designed to protect our brand, ensure legal compliance, and maintain a high standard of professionalism across all digital platforms.

This policy applies to all real estate-related social media activities, including content posted on personal or business blogs, websites, and third-party platforms such as Facebook, Instagram, LinkedIn, X (Twitter), YouTube, TikTok, etc.

Note: "REALTOR®" refers to the managing broker or person acting in that capacity. "Agent" refers to any licensed real estate agent affiliated with the brokerage. "Users" refers to individuals interacting with an agent's online content.

General Policy Guidelines

- Agents must comply with all applicable local, state, and federal real estate laws, and the Code of Ethics of the National Association of REALTORS®.
- All social media activities related to real estate must reflect professionalism and align with the values of Lenson Realty Elite and New Floresta Realty.
- Agents may not post or share content that reflects negatively on the broker, the brokerage, or any clients.
- When engaging in real estate-related posts, the following identification must be included:
 - Agent's full name
 - Brokerage name and logo (Lenson Realty Elite or New Floresta Realty)
 - Brokerage office address
 - Contact info (phone/email)
 - State of licensure
 - Team name (if applicable)

Social Media Policy

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Blogging Guidelines

- Agents must notify the broker and receive approval prior to launching a real estate-related blog.
- Blog terms of use must:
 - Comply with legal and ethical standards
 - Prohibit unlawful, offensive, or discriminatory content
 - Provide a take-down procedure for inappropriate content
 - Include disclaimers for third-party links
 - Ensure Users are informed of the site's privacy policy
- Agents may not pay for comments or endorsements unless disclosed.
- Agent identity and affiliation with the brokerage must be clear on all blog content.
- Agents must monitor blogs weekly and remove or correct misleading or defamatory content.

Use of Third-Party Social Media (Facebook, LinkedIn, Instagram, YouTube, etc.)

- Agents are responsible for knowing and complying with each platform's terms of service and privacy policies.
- Agents should only post content they would be comfortable being reshared or going viral.
- Avoid discussing confidential or sensitive client information.
- Listings of other agents or brokerages must not be posted unless allowed by local MLS rules and state law.
- Do not plagiarize content. Use only original text, or properly attributed and licensed material.
- Professional profiles (e.g., LinkedIn) must be accurate, up-to-date, and not misleading.

Comments and Interactions on Other Pages

- Disclose agent status and brokerage affiliation when commenting on real estate-related content.
- No compensation may be accepted for posting comments unless clearly disclosed.
- Maintain the same standards of professionalism as you would on your own page.

Photos, Audio, and Video

Social Media Policy

For Lenson Realty Elite & New Floresta Realty

- Only post media you have the legal right to use (e.g., your own photos, licensed stock, or media with permission).
- Obtain written permission before using someone's image for marketing purposes.
- Disclose if an image or video has been digitally altered.
- Ensure all content complies with real estate laws and ethical standards.

Brand Protection & Broker Oversight

- The broker reserves the right to monitor any real estate-related social media content created by agents and to request edits or removal of any content deemed inappropriate or non-compliant.
- Agents should notify the broker of any media campaigns, promotions, giveaways, or compensation offers made through social platforms.

Discipline and Enforcement

Non-compliance with this policy may result in disciplinary action, including but not limited to content removal, loss of marketing privileges, or termination of affiliation with the brokerage.

Final Notes

Social media is a powerful tool for marketing, networking, and brand building. As representatives of Lenson Realty Elite and New Floresta Realty, agents are expected to use these platforms responsibly, ethically, and in a manner that elevates the industry and our brand.