



SOCIAL MEDIA AND ADVERTISING

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Pim Mayo (online questions)

What You Need to Know to Comply With Our Social Media Rules

The rules for advertising on social media platforms are NOT exactly the same as the rules for putting a link to the IABS and CPN on a social media platform used as a business website because the requirements for each rule differ.



Rule 535.155, Advertisements

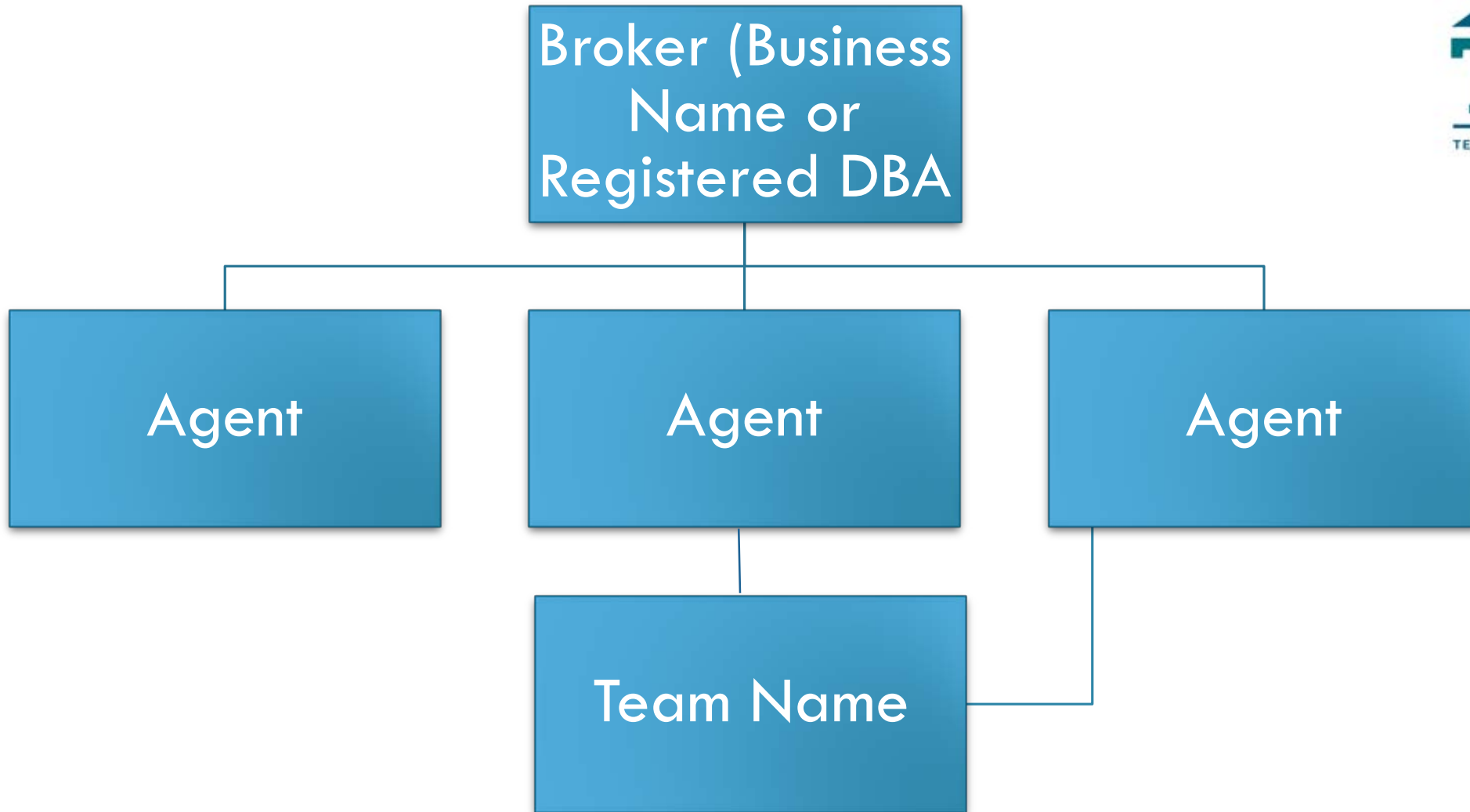
For an advertisement on social media or by text, the information required (license holder's or team name and broker's name in at least half the size of the largest contact information) may be located on a separate page or on the account user profile page of the license holder or team, if the separate page or account user profile is:

1. readily accessible by a direct link from the social media or text advertisement; and
2. readily noticeable on the separate page or in the account user profile

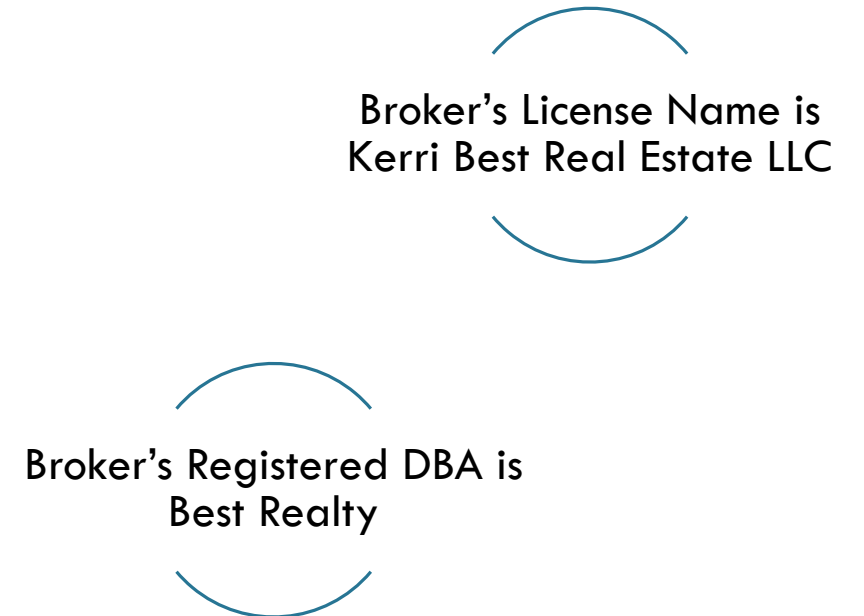
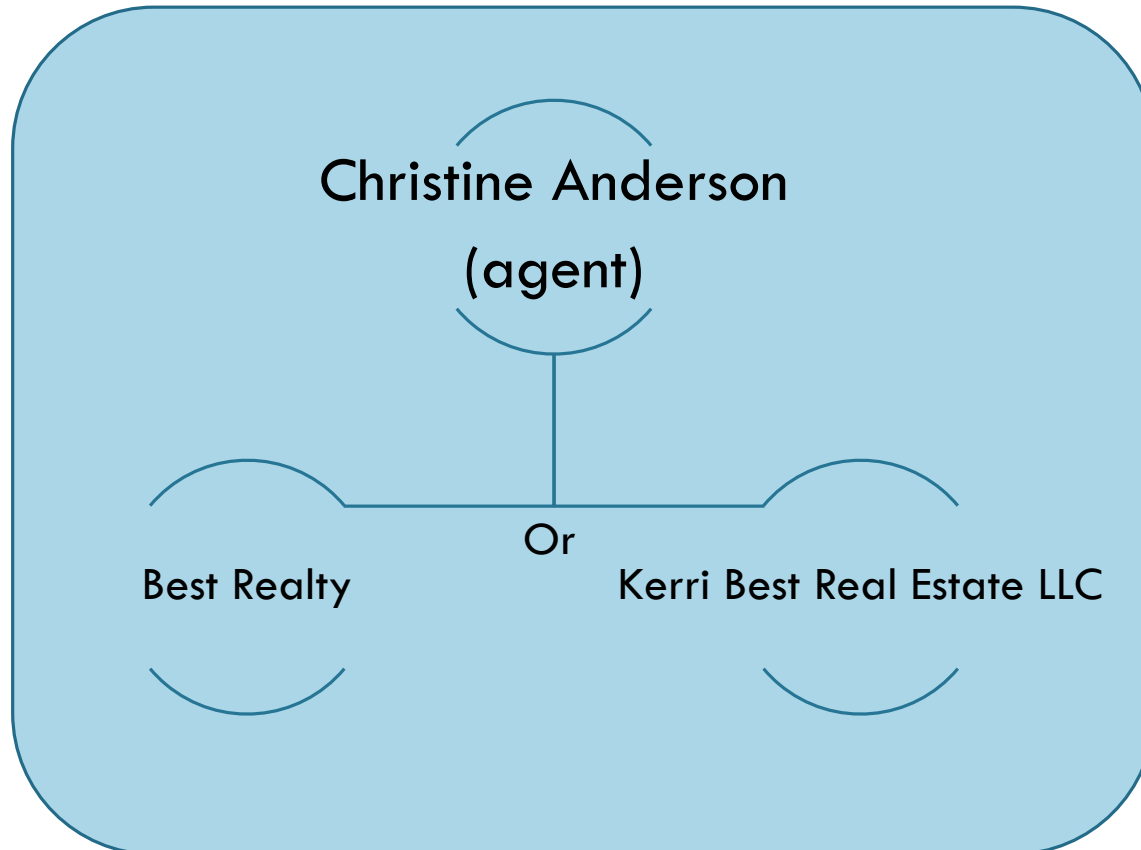
Rules 531.18, Consumer Protection Notice (CPN) and 531.20, Information About Brokerage Services (IABS)

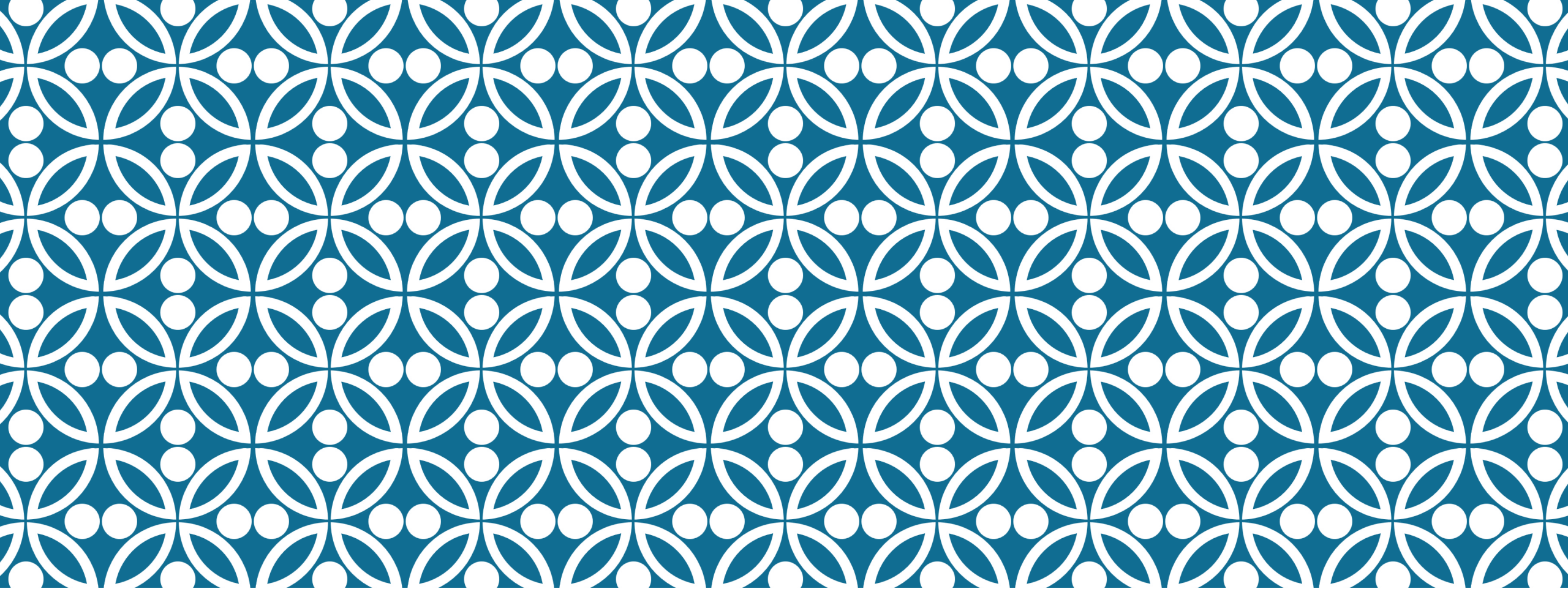
For purposes of providing the required link to the CPN and completed IABS when a social media platform is being used as a business website, the link may be located on:

1. the account user profile; or
2. a separate page or website through a direct link from the social media platform or account user profile page.



What An Agent/Associated Broker Needs On ALL Advertisements





FACEBOOK |

IS IT A BUSINESS WEBSITE?

- ❖ If you are driving business to it then yes.
- ❖ This includes a personal Facebook page that you are also posting listings to.

The Platinum Group
@ThePlatinumGroupRE

Home
Reviews
Photos
Posts
About
Community
Info and Ads
Create a Page

Like Follow Share ...

November 30, 2017 · 🌐

OPEN SAT. 1:30-2:30 AND SUN. 3:00-4:00
GORGEOUS HOME IN CHANEY RANCH FEATURES LANDSCAPED FRONT YARD,FANTASTIC KITCHEN,HUGE MASTER BEDROOM SUITE WITH SITTING AREA, SEPARATE SOAKING TUB/SHOWER, 3 CAR GARAGE, AND LARGE COVERED PATIO FOR ENTERTAINING. SHOW STOPPER!!!

USAMLS.NET
GORGEOUS IN CHANEY RANCH FEATURES LANDSCAPED FRO...

1 Like 5 Shares

Like Comment Share Hootlet ...

Write a comment...

See All

Christine Anderson
View As Update Info 3 Activity Log ...

Timeline About Friends 53 Photos Archive More

Intro
Add Bio

Public Affairs Specialist at Texas Real Estate Commission
Manages Texas Real Estate Commission
Add to Featured
Add Instagram, Websites, Other Links

Photos Add Photo

Friends · 53 Find Friends

Christy Atkinson Gessler 8 new posts
Amy DuBose 2 new posts
Tawana Haynes Hood 2 new posts
Mahelita Alba 2 new posts
Richard Throop 4 new posts
Dione Frederick

Texas Real Estate Commission
@TRECCommission

Home
Services
Reviews
Shop
Offers
Photos
Videos
Posts
Events
About
Community
Jobs
Info and Ads
LiveChat with us
Promote
Manage Promotions

Make Post Photo/Video Live Video Life Event

What's on your mind?

Photo/Video Tag Friends Feeling/Activ... ...

Liked Following Share ...

See All

Posts

Texas Real Estate Commission
Published by Christine Anderson [?] · 21 hrs · 🌐

Have you registered for our Facebook Live session tomorrow? Make sure you get up to date on our rules so you are ready! Check out the article here: <https://www.trec.texas.gov/.../what-you-need-know-comply-our-...>

Upcoming Events
by Texas Real Estate Commission

SEP 27 Social Media and Adv...
Facebook Live
Amy DuBose and Daniel G...
Interested

611 People Reached 9 Engagements 36 Clicks Boost Post

9

Like Comment Share Hootlet ...

Write a comment...

Contact Us

Promote your business locally to reach people directly to 1700 Congress Ave, Ste 400.

Promote Local Business

1700 Congress Ave, Ste 400 (0.93 mi)
Austin, Texas 78701
Get Directions

(512) 936-3000

Typically replies within an hour
Send Message

<http://www.trec.texas...> Promote Website

Real Estate · Government Organization · Workplace & Office

Price Range \$

Hours 8:00 AM - 5:00 PM
Open Now

Suggest Edits

Team Members

Christine Anderson

Pages Liked by This Page

BCSREALTOR

Texas Department of Agriculture

TAR Winter Meetings at The Hyat...

English (US) Español Português (Brasil)

WHAT DO I NEED TO DO TO COMPLY WITH THE CONSUMER NOTICE AND IABS POSTING REQUIREMENTS?

- ❖ Post a link to your website (where you have compliant links or actual IABS and CPN documents) in your “about” section.
- ❖ This will comply with our “one click” rule.

The collage consists of three main parts:

- Top Left:** A Facebook profile for a realtor. The profile picture is a woman in a black top. The name is redacted. The bio says "Realtor" and "@...Realtor". A blue arrow points to the "About" option in the left-hand navigation menu.
- Top Right:** A Facebook post from the same realtor, dated September 9 at 11:07 AM. The post text reads: "Presented by [redacted] with The Kay Sutton Team @ Keller Williams. This elegant 4 bedroom 3.5 bathroom home is now officially on the market! Boasting 2 living areas, amazing built-ins, granite countertops in a spacious kitchen with tons of cabinet space and an island.....Do not miss the in mirror tv in the luxurious master bathroom!! Located on a Cul-de-sac in the coveted Polo Park Estates neighborhood with access to the pool and clubhouse! \$410,000 Call me for a private showing [redacted]". Below the text is a photo of a living room with a brown sofa and a coffee table. The post has 33 likes and 1 comment.
- Bottom:** A screenshot of the Texas Real Estate Commission (TREC) website. The text reads: "THE TEXAS REAL ESTATE COMMISSION (TREC) REGULATES REAL ESTATE BROKERS AND SALES AGENTS, REAL ESTATE INSPECTORS, HOME WARRANTY COMPANIES, EASEMENT AND RIGHT-OF-WAY AGENTS, AND TIMESHARE INTEREST PROVIDERS. YOU CAN FIND MORE INFORMATION AND CHECK THE STATUS OF A LICENSE HOLDER AT WWW.TREC.TEXAS.GOV. YOU CAN SEND A COMPLAINT AGAINST A LICENSE HOLDER TO TREC. A COMPLAINT FORM IS AVAILABLE ON THE TREC WEBSITE. TREC ADMINISTERS TWO RECOVERY FUNDS WHICH MAY BE USED TO SATISFY A CIVIL COURT JUDGMENT AGAINST A BROKER, SALES AGENT, REAL ESTATE INSPECTOR, OR EASEMENT OR RIGHT-OF-WAY AGENT,". A blue arrow points from the "About" section of the realtor's profile to this TREC notice.

HOW TO COMPLY ON FACEBOOK WHEN ADVERTISING?

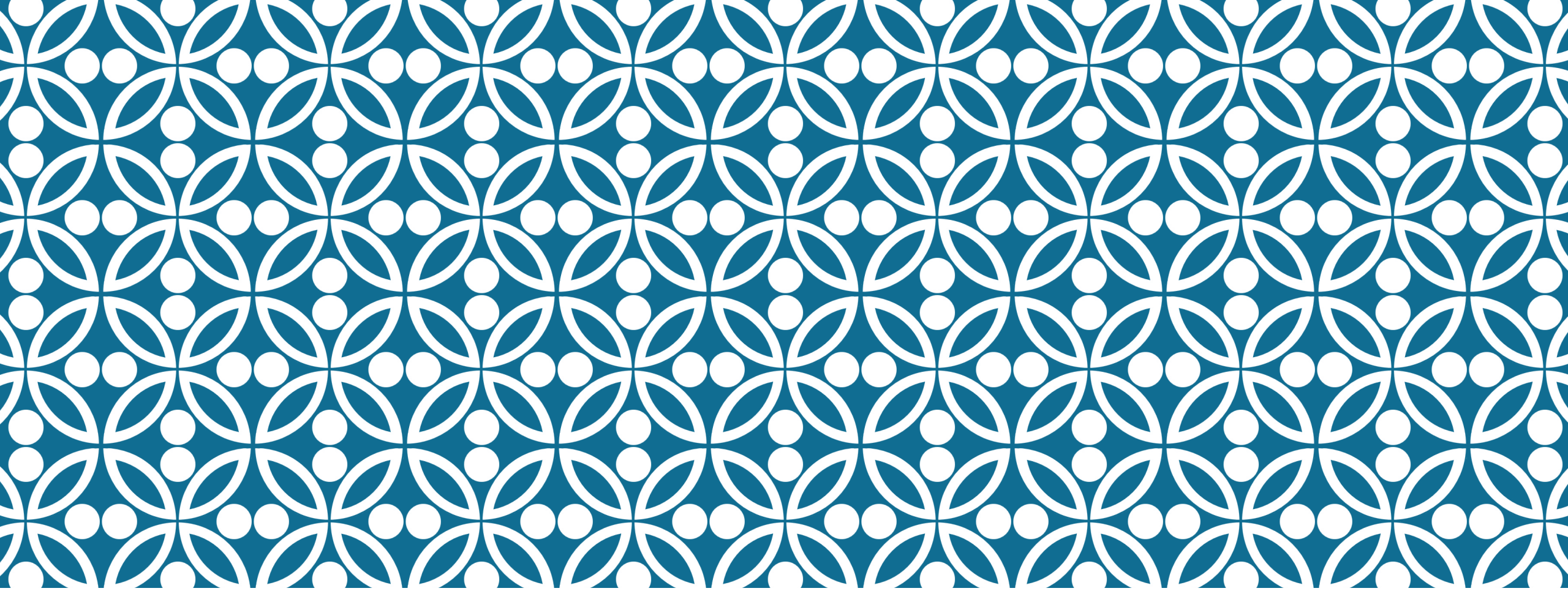
Agents/Associated Brokers:

- ❖ Make sure your name, registered alternate name, or team name, as well as your broker's name or their DBA is on every advertisement (posting).
- ❖ This goes for re-posting listings from your business page to your personal page
- ❖ Make sure your page(s) do not imply you are the listing broker or the owner of the brokerage.

Brokers:

- ❖ Make sure your name, or registered alternate name (if an individual) or business entity name is on every listing.

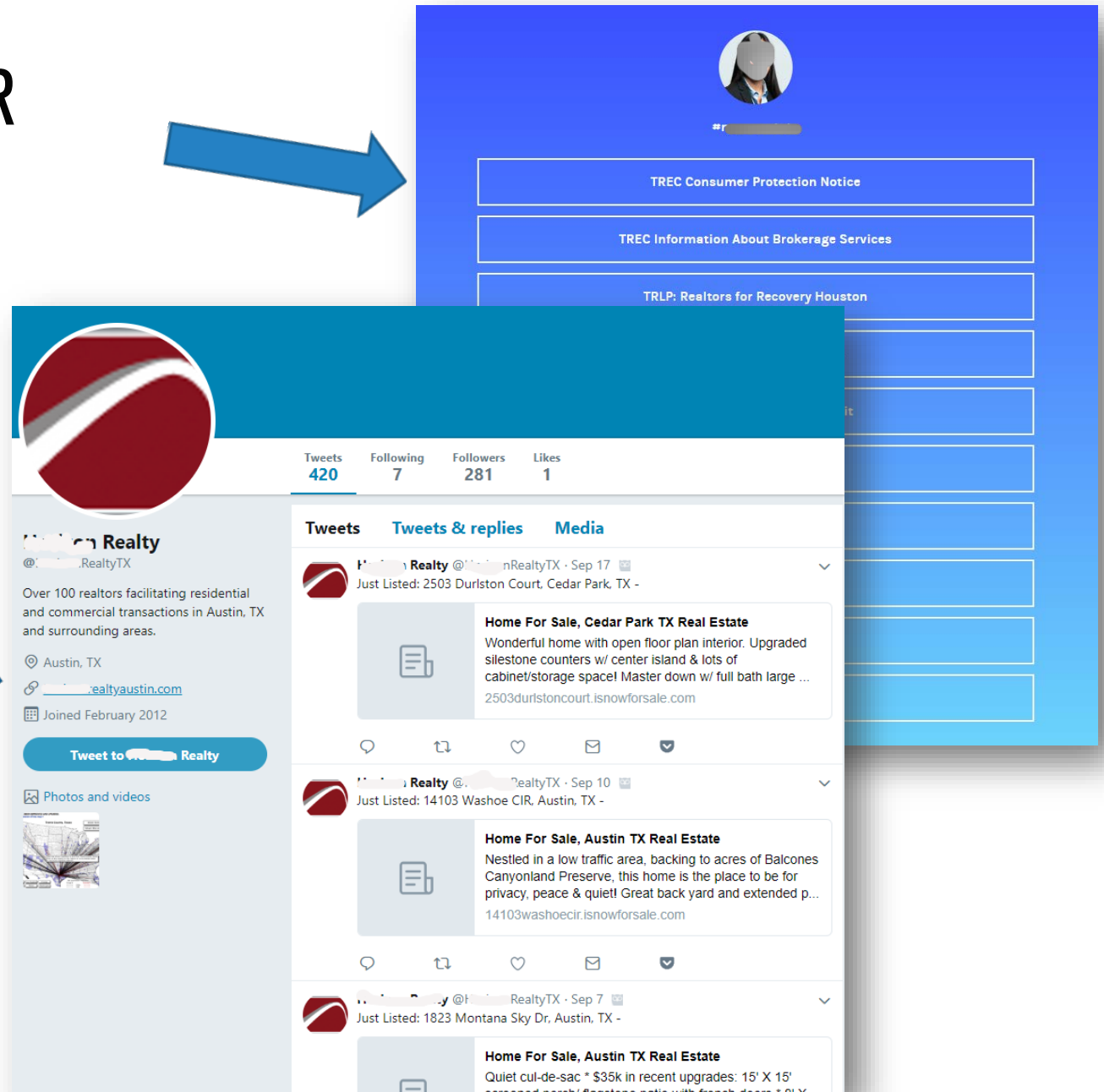




TWITTER |

WHAT DO I NEED TO DO TO COMPLY WITH THE CONSUMER NOTICE AND IABS POSTING REQUIREMENTS?

- ❖ Put a link to your website that is in compliance with our rules in your profile.
- ❖ Create a link tree with links to the completed form.



The image shows a Twitter profile for 'Realty' (@RealtyTX) and a list of required notices. A blue arrow points from the profile to the notices, and another blue arrow points from the notices to the profile, indicating the integration of these notices into the profile.

Twitter Profile:

- Profile picture: Red and white circular logo.
- Stats: Tweets 420, Following 7, Followers 281, Likes 1.
- Profile bio: Over 100 realtors facilitating residential and commercial transactions in Austin, TX and surrounding areas.
- Location: Austin, TX
- Website: www.realtyaustin.com
- Joined: February 2012
- Buttons: Tweet to Realty, Photos and videos

Required Notices:

- TREC Consumer Protection Notice
- TREC Information About Brokerage Services
- TRLP: Realtors for Recovery Houston

Twitter Posts:

- Home For Sale, Cedar Park TX Real Estate: Wonderful home with open floor plan interior. Upgraded silestone counters w/ center island & lots of cabinet/storage space! Master down w/ full bath large ... 2503durlstoncourt.isnowforsale.com
- Home For Sale, Austin TX Real Estate: Nestled in a low traffic area, backing to acres of Balcones Canyonland Preserve, this home is the place to be for privacy, peace & quiet! Great back yard and extended p... 14103washoeclir.isnowforsale.com
- Home For Sale, Austin TX Real Estate: Quiet cul-de-sac * \$35k in recent upgrades: 15' X 15' screened porch/ flagstone patio with french doors * 8' X

HOW TO COMPLY ON TWITTER WHEN ADVERTISING?

Agents/Associated Brokers:

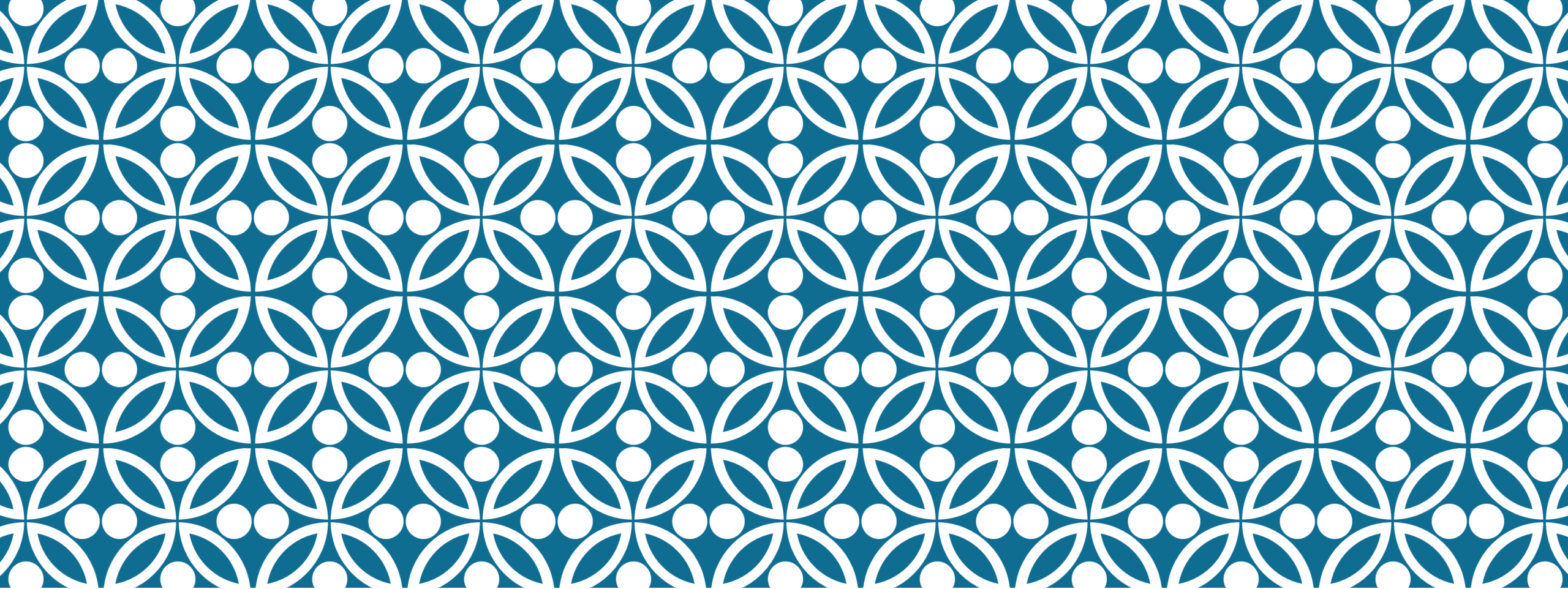
- ❖ Make sure your name, registered alternate name, or team name, as well as your broker's name or their DBA is on every advertisement (posting). This can be your account name.
- ❖ This goes for re-posting listings from your business page to your personal page
- ❖ Make sure your page(s) do not imply you are the listing broker or the owner of the brokerage.

Brokers:

- ❖ Make sure your name, or registered alternate name (if an individual) or business entity name is on every listing.



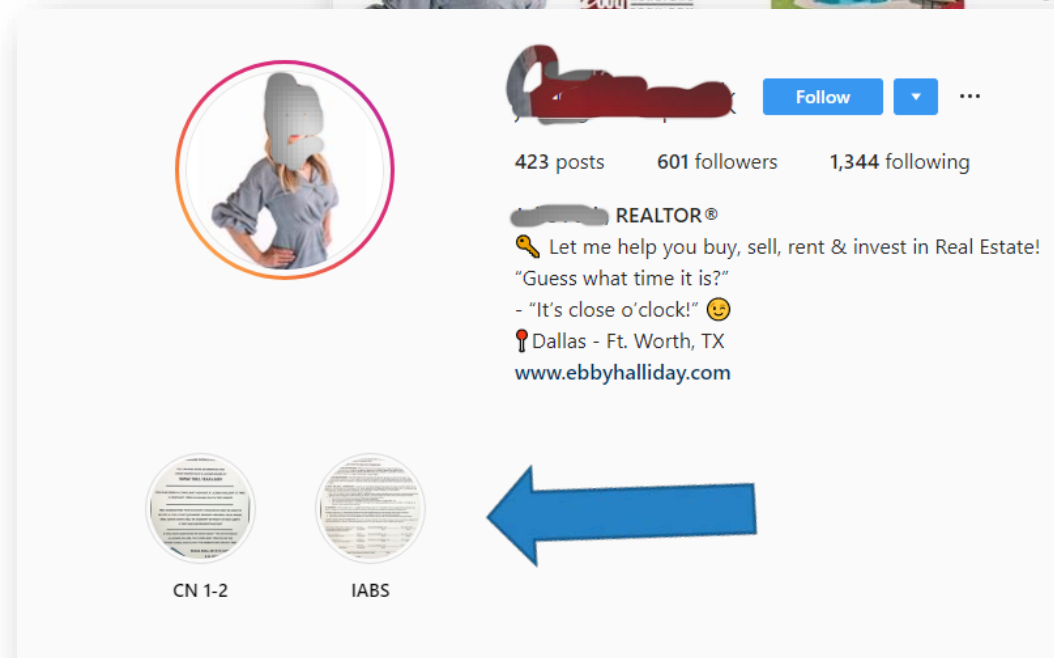
The screenshot shows a Twitter profile for 'The Real Estate Station' with 357 tweets, 211 following, 113 followers, and 8 likes. A tweet from the account, posted 2 hours ago, features a circular profile picture of the station logo and a large green advertisement for a custom home. The tweet text reads: 'COMING SOON ~ Award winning Hamilton Homes custom build is one of a kind. Nestled on 1.49 acres and coming at a great price, you don't want to miss. Call us for more information! Contact Dave [redacted] or Zach [redacted] [redacted].com #argyleisd #realestate'. The advertisement includes two photos of a large, two-story custom home with a stone and brick exterior, a green lawn, and a blue sky. To the right of the photos, the text reads: '~COMING SOON~ Award Winning Hamilton Homes Custom Build \$699,999 4208 Carlisle Ct ArgyleISD/1.49 Acres 4 Bed/4.5 Bath 4 Car Garage Media/Game Room/Pool Contact us today! RealEstateStation.com 940.464.1111'. The station logo is also visible in the top right corner of the ad.



INSTAGRAM |

WHAT DO I NEED TO DO TO COMPLY WITH THE CONSUMER NOTICE AND IABS POSTING REQUIREMENTS?

- ❖ Put a link to your website that is in compliance with our rules in your profile.
- ❖ Create a story highlight and save them.



HOW TO COMPLY ON INSTAGRAM WHEN ADVERTISING?

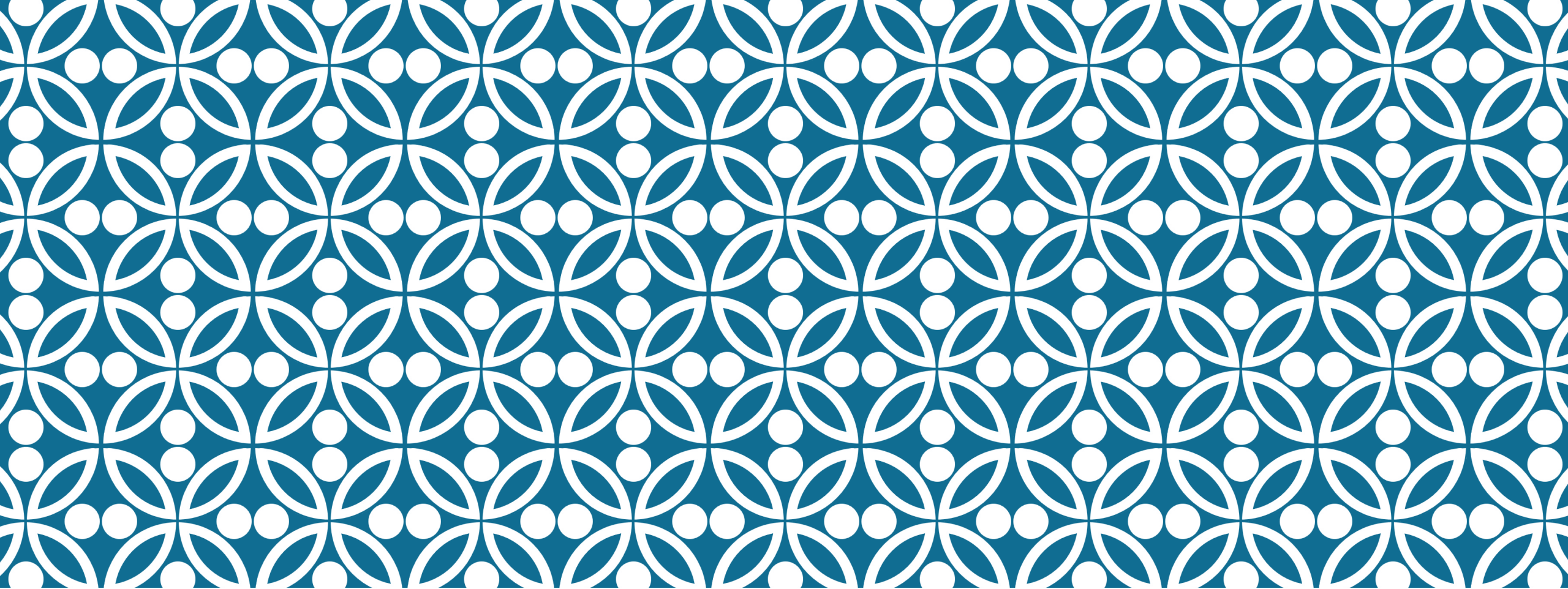
Agents/Associated Broker:

- ❖ Make sure your name, registered alternate name, or team name, as well as your broker's name or their DBA is on every advertisement (posting).
- ❖ This goes for re-posting listings from your business page to your personal page
- ❖ Make sure your page(s) do not imply you are the listing broker or the owner of the brokerage.

Brokers:

- ❖ Make sure your name, or registered alternate name (if an individual) or business entity name is on every listing.

The image shows an Instagram post from the user 'anamolinarealtor' in Dallas, Texas. The post features a real estate advertisement for 'INTERNATIONAL Mkv Real Estate'. The ad includes two photos of a house, a woman's portrait, and the text: 'EL DUEÑO PUEDE HACER OWNER FINANCE CON 20% DE DOWN Y AL INTERÉS DE 8% A 30 AÑOS.' Below the text is a phone number '(972) [redacted]-43' and a website 'www.[redacted].COM'. The ad also includes an MLS logo and a house icon. The Instagram post has 14 likes and was posted 3 hours ago. The caption includes the text: 'Espaciosas AS! Excelente zona para vivir en familia! Contáctame hoy' and a list of hashtags: '#School #familyhouse #RealEstate #Realtor #Realty #Broker #ForSale #NewHome #HouseHunting #MillionDollarListing #HomeSale #HomesForSale #Property #Properties #Investment #Home #Housing #Listing #CreditReport #CreditScore #Foreclosure #Renovated #JustListed #Dallasrealtor #texasrealtor #dallastexas #texasohouse #dallashouse #anamolinarealtor'.



LOGOS AND FORMATTING



DOES A LOGO COUNT FOR A BROKER'S NAME

NO...BUT...

For advertising rule purposes a broker's name is only the broker's licensed name or assumed business name (DBA)

BUT – if the logo contains one of those two in full, the size of the printed name (not the size of the whole logo) will be considered compliant as long as the printed name is 1/2 the size of the largest contact information.

The image displays three social media profiles for TREC (Texas Real Estate Commission). The top profile is a Twitter account for 'TREC and TALCB' (@TRECCommission), showing the TREC logo, name, location (Austin, TX), website (trec.texas.gov), and bio. The middle profile is a Facebook page for 'Texas Real Estate Commission' (@TRECCommission), featuring the TREC logo, name, and a navigation menu. The bottom profile is a Facebook post from the same page, showing a large image of the Texas State Capitol building with the American and Texas state flags, and a rating of 3.3 out of 5 based on 44 people.