
IDENTITY STANDARDS MANUAL

Confidential and Proprietary

2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

Social Media Guidelines for Companies

Account names, Profile names and Vanity URLs

Use your approved full DBA for the account/profile name; an abbreviated version of your name is allowed when character restrictions do not permit the use of your full DBA. Permitted abbreviations are outlined below, including abbreviations permitted for usernames and vanity URLs. Using the word Sotheby's alone is never permitted.

Profile photos

For your profile photo, use your company's approved logo lock-up or another non *Sotheby's International Realty* branded image. When using your company's logo, you must use the approved social media logos created by Marketing. If you do not have social media logos for your company, you may request them from your servicing manager.

YouTube

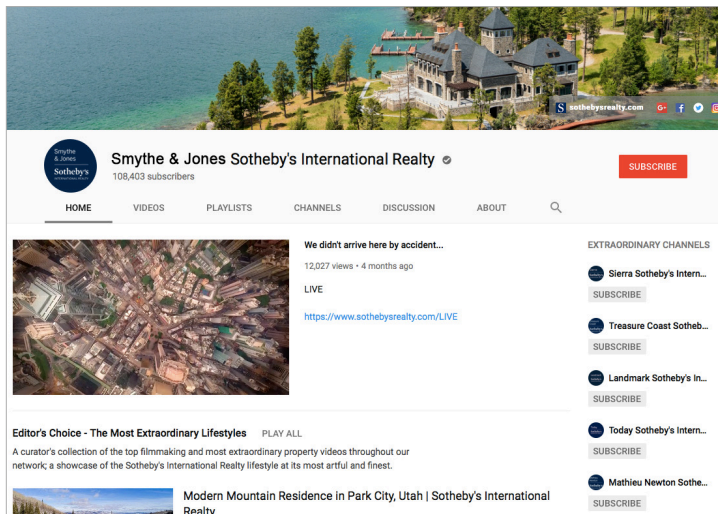
YouTube offers both Personal Accounts and Business Accounts for use. We recommend every affiliate to use the business account to represent their office(s). Sales Associates are encouraged to use their personal accounts to promote their own listings as well if they choose. Your YouTube "Business Name" should be your full DBA.

Please keep in the mind the following when posting content:

- Length – Between 1½ -3 minutes
- Resolution – High-Definition (720p/1080p) or 4K Quality
- Audio – License or Royalty Free Music

Example of a Company YouTube Profile:

Below is an example of the proper use of a YouTube profile



Profile Name: Smythe & Jones Sotheby's International Realty

Vanity URL: www.youtube.com/smythejonessir

Profile Photo: Approved social media logo lockup

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Twitter

In Twitter, there is a 'Username' with maximum of 15 characters, a 'Profile Name' with maximum of 50 characters and a 'Profile Description' with 160 characters. The 'Username' you create also becomes your vanity URL.

Profile Name: SmytheJonesSIR
 Username: @SmytheJones
 Description: Includes company's full DBA, 'Smythe & Jones Sotheby's International Realty'
 Profile Photo: Approved social media logo
 Cover Photo: Listing photo

Example of a Company Twitter Profile

Below is an example of the proper use of a Twitter profile.



The following Twitter Usernames and Account Names are permitted under our guidelines:

	Usernames: Short DBA: @SmytheSIR Long DBA: @SmytheJones @SmytheJonesSIR @SJSIR	Profile Names: Smythe Sotheby's Realty Smythe SIR Smythe & Jones SIR Smythe & Jones
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The following Twitter Usernames and Account Names are NOT permitted under our guidelines:

	Usernames: Short DBA: @SmytheSothebys @SmytheSotheby'sIR @SmytheSothebysInt'l Long DBA: @SJSothebys @SJSothebysRealty	Profile Names: Smythe Sotheby's Smythe Sotheby's IR Smythe Sotheby's Int'l Smythe Jones Sotheby's Smythe Jones Sotheby's IR
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2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

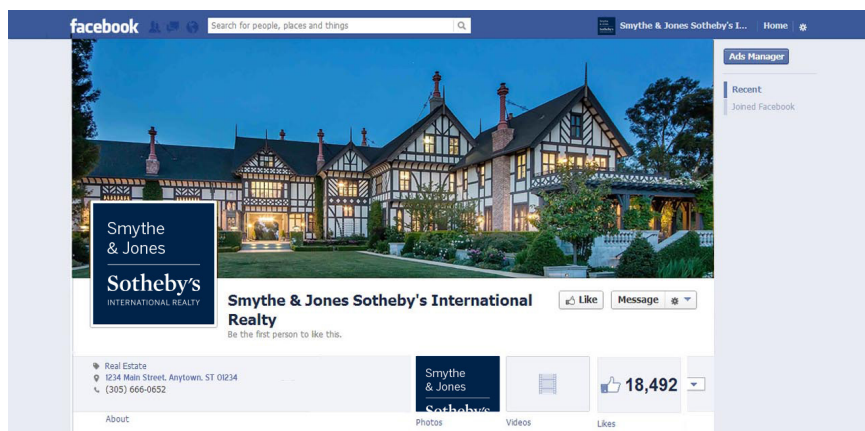
Facebook

Facebook differentiates **Personal Account Profiles** from **Facebook Pages for Business**. Facebook requires that businesses use the Facebook Pages function instead of using a Personal Profile when conducting business. In order to create a Facebook Page for Business, you must be an existing Facebook user with a Personal Profile. Once a Facebook Business Page is created, you can assign multiple administrators.

When selecting your Facebook Page, you have several options. Most of our companies choose to be a 'Local Business or Place' or 'Company, Organization or Institution.' The main difference between the two is that Facebook users are allowed to "check-in" to a 'Local Business or Place,' but not to a 'Company, Organization or Institution.'

Example of a Facebook Company Page

Below is an example of the proper use of a Facebook Page.



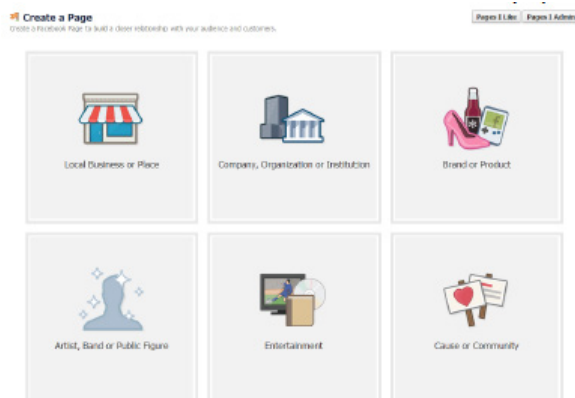
Profile Name: Smythe & Jones Sotheby's International Realty
 Vanity URL: www.facebook.com/SmytheJonesSIR
 Profile Photo: Approved social media logo
 Cover Photo: Listing photo

The following are permitted for Facebook Pages under our guidelines:

	Profile Name:	Vanity URL:
Short DBA:	Smythe Sotheby's International Realty	/SmytheSIR /SmytheSothebysRealty
Long DBA:	Smythe & Jones Sotheby's International Realty	/SmytheJonesSIR /SmytheJones /SJSIR

The following are NOT permitted for Facebook Pages under our guidelines:

	Profile Name:	Vanity URL:
Short DBA:	Smythe-Sotheby's-Int'l Realty Smythe-Sotheby's-Realty	/SmytheSotheby's
Long DBA:	Smythe Jones Sotheby's Realty Smythe Jones SIR Smythe Jones Sotheby's Smythe Jones Sotheby's IR	/smythejonessothebys



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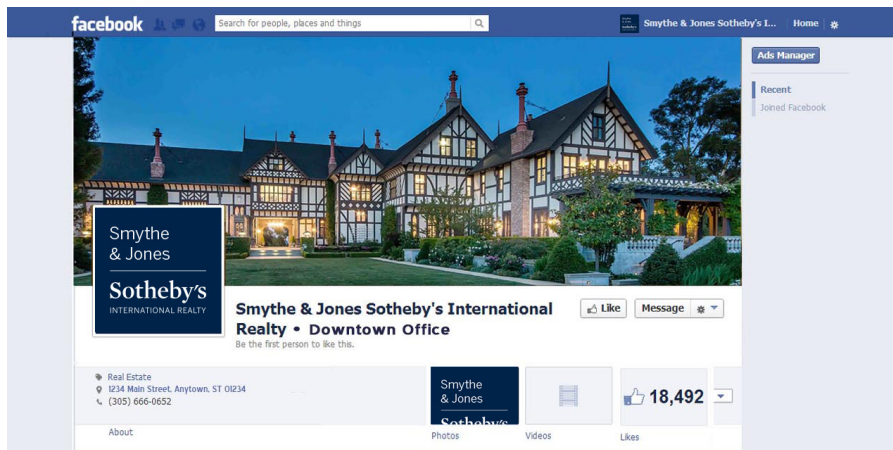
Facebook

For Individual Office Locations

We do not recommend that you have Facebook Business Pages for individual office locations. However, if you decide to do so, you should use your company's approved social media logo as the profile picture. For the Page name, use your company's name, then space, then middle dot character (-), space, then your office location. Below are additional guidelines you should follow.

Example of a Facebook Company Page

Below is an example of the proper use of a Facebook Page.



Profile Name: Smythe & Jones Sotheby's International Realty · Downtown Office

Vanity URL: www.facebook.com/SmytheJonesSIR-Downtown

Profile Photo: Approved social media logo

Cover Photo: Listing photo

The following are permitted for Facebook Pages under our guidelines:

Profile Name:		Vanity URL:
Short DBA:	Smythe Sotheby's International Realty · Downtown Office	/SmytheSIR-Downtown /SmytheSothebysRealty-Downtown
Long DBA:	Smythe & Jones Sotheby's International Realty · Downtown Office	/SmytheJonesSIR-Downtown /SmytheJones-Downtown /SJSIR-Downtown

The following are NOT permitted for Facebook Pages under our guidelines:

Profile Name:		Vanity URL:
Short DBA:	Smythe Sotheby's Int'l Realty Downtown Office Smythe Sotheby's Realty — Downtown Office	/SmytheSotheby'sDwtn
Long DBA:	Smythe Jones Sotheby's Realty, Downtown Smythe Jones SIR Downtown Smythe Jones Sotheby's Downtown Smythe Jones Sotheby's IR Downtown	/smythejonessothebysdowntown

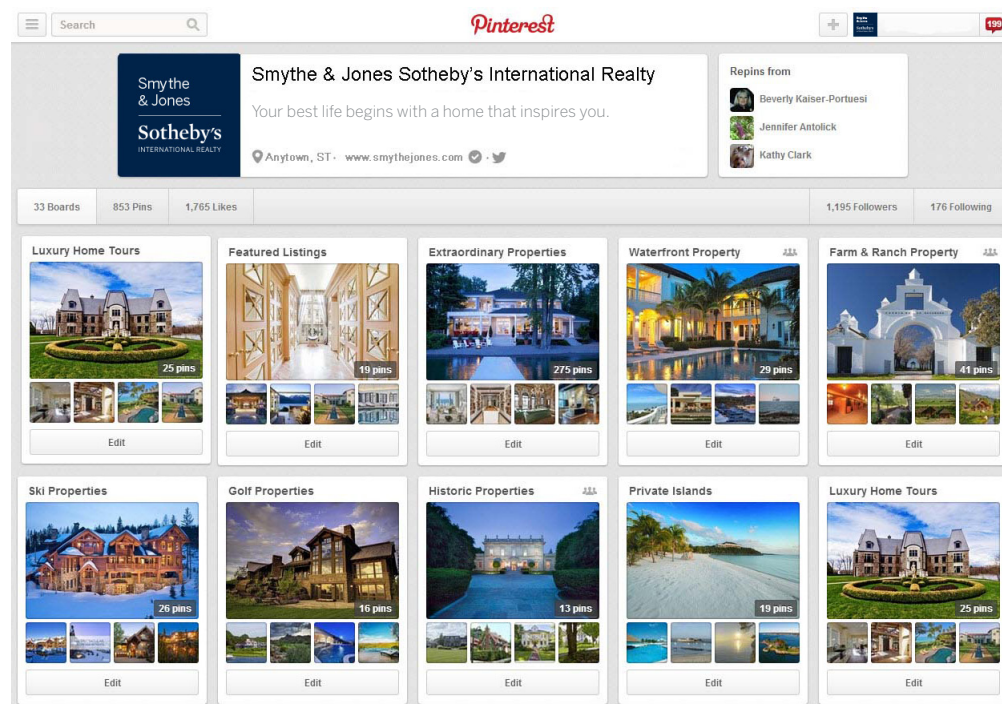
2. THE SOTHEYBY'S INTERNATIONAL REALTY® TRADEMARKS

Pinterest

Pinterest has both Personal Accounts and Business Accounts. A Business Account allows for more precise information such as location and type of business; we recommend that you use a Business Account. Your Pinterest 'Business Name' should be your full DBA. Your Pinterest 'Username' must be between 3 and 15 characters and also becomes your vanity URL.

Example of a Pinterest Profile:

Below is an example of the proper use of a Pinterest profile.



Business Name: Smythe & Jones Sotheby's International Realty

Username/URL: www.pinterest.com/SmytheJonesSIR

Profile Photo: Approved social media logo

The following are permitted for Pinterest Business Names and Usernames under our guidelines:

	Profile Name:	Vanity URL:
Short DBA:	Smythe Sotheby's International Realty	SmytheSIR SmytheSothebysRealty
Long DBA:	Smythe & Jones Sotheby's International Realty	SmytheJonesSIR

The following are NOT permitted for Pinterest Pages under our guidelines:

	Profile Name:	Username & Vanity URL:
Short DBA:	Smythe-Sotheby's Int'l Realty Smythe-Sotheby's Realty	/SmytheSotheby's
Long DBA:	Smythe Jones Sotheby's Realty Smythe Jones SIR Smythe Jones Sotheby's Smythe Jones Sotheby's IR	/smythejonessothebys

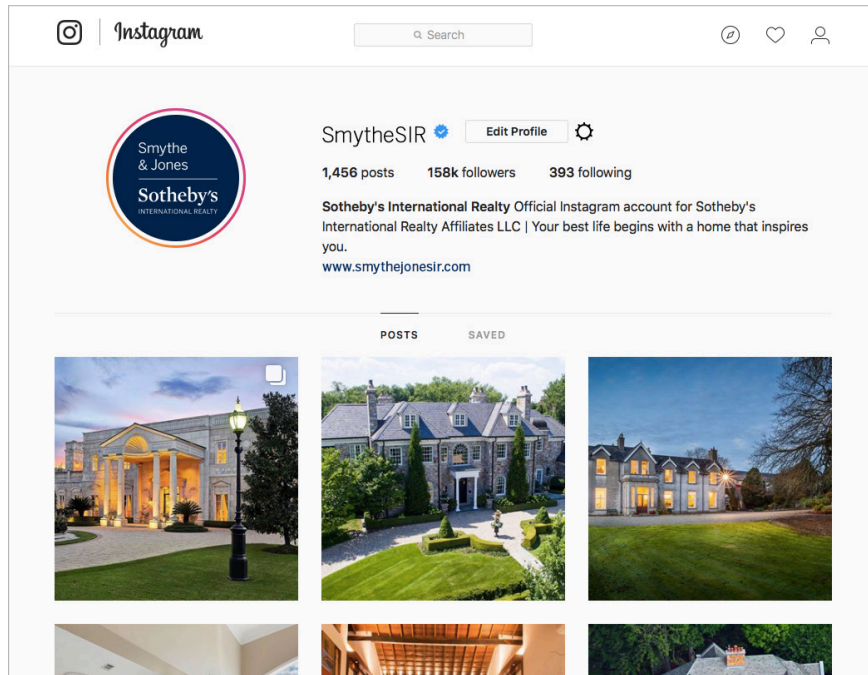
2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

Instagram

Instagram differentiates between **Personal** and **Business** profiles; when setting up a profile for your company, we recommend using a Business profile. Along with built-in access to post performance metrics, a business profile gives you access to additional features such as the ability to run ads and a "contact" button for people to more easily reach you.

Example of a Instagram Company Profile:

Below is an example of the proper use of an Instagram Profile.



Business Name: Smythe & Jones Sotheby's International Realty
 Username/URL: www.instagram.com/SmytheJonesSIR
 Profile Photo: Approved social media logo

The following are permitted for Instagram xNames and Usernames under our guidelines:

	Usernames: Short DBA: @SmytheSIR Long DBA: @SmytheJones @SmytheJonesSIR @SJSIR	Profile Names: Smythe Sotheby's Realty SmytheSIR Smythe & Jones SIR Smythe & Jones Sotheby's International Realty
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The following are NOT permitted for Instagram under our guidelines:

	Usernames: Short DBA: @SmytheSothebys @SmytheSotheby'sIR @@SmytheSothebysInt'l Long DBA: @SJSothebys- @SJSothebysRealty	Profile Names: Smythe-Sotheby's-Smythe Sotheby's-IR-Smythe Sotheby's-Int'l Smythe-Jones-Sotheby's- Smythe-Jones-Sotheby's-IR
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2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

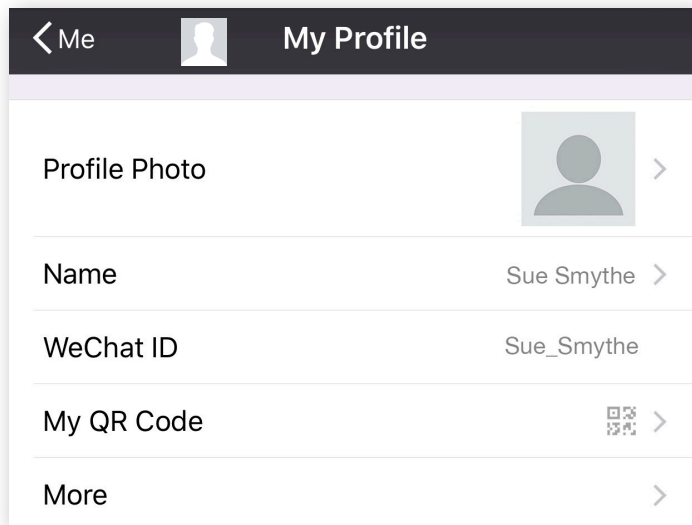
WeChat

WeChat Names have a maximum of 32 characters and include spaces and all special characters. WeChat IDs must be between 6 to 20 characters and must begin with an alphabetical character. Acceptable characters include letters, numbers, underscores (“_”) and dashes (“-”).

WeChat IDs CANNOT BE CHANGED once set.

Example of a Company WeChat Profile:

Below is an example of the proper use of a WeChat profile



The following WeChat Names and IDs are permitted under our guidelines:

	IDs	Names
Short DBA	SmytheSIR SmytheJones	Smythe Sotheby's Realty Smythe SIR
Long DBA	SmytheJonesSIR SJSIR	Smythe & Jones SIR Smythe & Jones

The following WeChat Names and IDs are NOT permitted under our guidelines:

	IDs	Names
Short DBA	SmytheSothebys- SmytheSotheby'sIR- SmytheSothebysInt'l	Smythe-Sotheby's- Smythe-Sotheby's-IR- Smythe-Sotheby's-Int'l
Long DBA	SJSothebys- SJSothebysRealty-	Smythe Jones-Sotheby's- Smythe Jones-Sotheby's- IR-

2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

LinkedIn

Should you decide to set up a company page on LinkedIn, one page will suffice for the entire company as multiple office locations can be easily added. You can also mark a location as your primary location, should you choose to do so.

Below is an example of the proper use of a LinkedIn Page

Company Name: Smythe & Jones Sotheby's International Realty

Headline: For those who seek the exceptional, there is only Sotheby's International Realty.

Overview: At Smythe & Jones Sotheby's International Realty, we serve our community as area experts and pride ourselves on the exceptional service we provide to our clients.

Profile Photo: Approved social media logo lockup

Cover Photo: Listing Photo

Join Now: 50% Off 1 Year - See where the story leads with WSJ's trusted insights. Ad ...

Smythe & Jones Sotheby's International Realty
Real Estate · Stamford, CT · 2,291 followers

For those who seek the exceptional, there is only Sotheby's International Realty

+ Follow Visit website

5 people from your company were hired here
See all 1,022 employees on LinkedIn →

Home
About
Jobs
People
Ads

Overview

At Smythe & Jones Sotheby's International Realty, we serve our community as area experts and pride ourselves on the exceptional service we provide to our clients.

Website <http://www.smytheadjonesir.com/>

Industry Real Estate

Company size 1,001-5,000 employees
1,022 on LinkedIn

Headquarters Stamford, CT

Type Privately Held

Founded 1949

Specialties Real Estate, Fairfield County, Connecticut Shoreline, Sotheby's International Realty, Luxury Real Estate, Litchfield County, Berkshire County, Real Estate Marketing, Luxury Home Sales, and Sotheby's

Promoted

Join Now: 50% Off 1 Year
See where the story leads with WSJ's trusted insights.

Earn an MIT certificate
Formalize your knowledge of blockchain technology online in 6 weeks.

Billboard Advertising
Discover last-minute deals on premium inventory.

Should your company name exceed 100 characters, the below are approved examples of how to shorten your DBA.

Smythe & Jones SIR
Smythe Jones SIR
Smythe Sotheby's International Realty

The Following are NOT Permitted.

Smythe Jones Sotheby's
Smythe Jones Sotheby's IR
Smythe Jones Sotheby's Realty
Smythe Sotheby's Int'l Realty
Smythe Sotheby's Realty

2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

Social Media Guidelines for Sales Associates

Account Names, Profile Names & Vanity URLs

In your personal or professional social media profiles you may only use your name, as your account name, profile name, and vanity URL. Do **NOT** use *Sotheby's International Realty* or an abbreviated version of our brand name, and never use the word 'Sotheby's' alone.

You may use your company's full DBA in the description field provided on most social networking websites to show your *Sotheby's International Realty* affiliation.

Profile Photos

You are permitted to use a personal photo as your profile image. You are **NOT permitted** to use your company's logo, the brand logo or any altered version of either logo as your profile photo.

Cover Photos

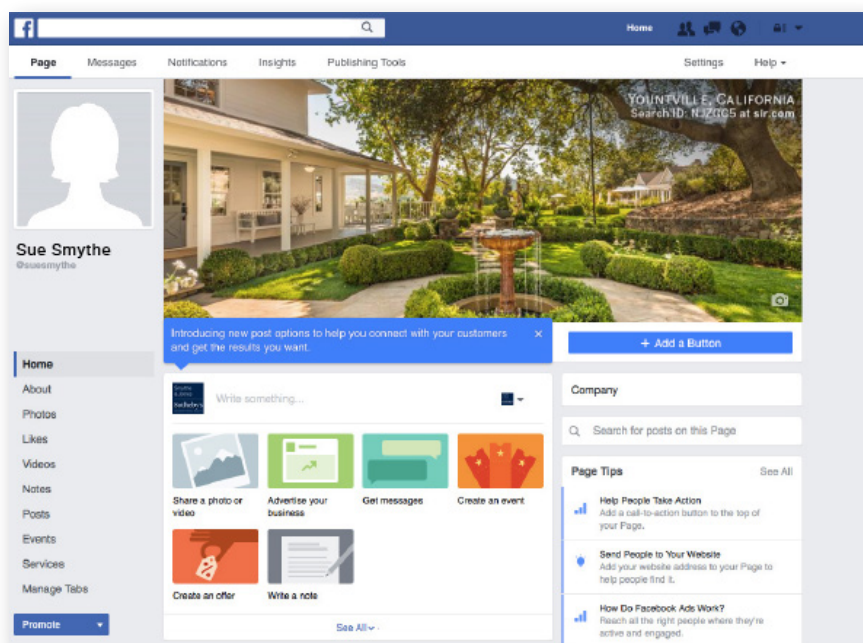
You are permitted to use a listing photo, or a personal photo for your cover photo. You are **NOT permitted** to use your company's logo, the brand logo or any altered version of it for your cover photo.

2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

Facebook

When using Facebook, you may use your company's full DBA in the **About field**. You are **NOT permitted** to use the *Sotheby's International Realty* brand or your company name, or an abbreviated version anywhere other than the About field.

You may use a personal photo as your profile photo. You are **NOT permitted** to use a company or brand logo as your Profile photo.



Examples of Sales Associate Facebook Pages and Profiles:

Below is an example of the proper use of a **Facebook Personal Profile**:

Profile Name: Sue Smythe

Vanity URL: www.facebook.com/suesmythe

Profile Photo: Personal Photo

Affiliated Office Name: Smythe & Jones Sotheby's International Realty

Cover Photo: Uses a photo with a personal photo, or listing.

The following are **NOT permitted** under our guidelines:

Profile Name: Sue Smythe Sotheby's, Sue Smythe Sotheby's Realty, Sue Smythe SIR, Sue Smythe Sotheby's IR, Sue Smythe Sotheby's New Jersey

Vanity URL: [/suesmythesir](https://www.facebook.com/suesmythesir), [/suesmythesothebys](https://www.facebook.com/suesmythesothebys)

Profile Photo: Sotheby's International Realty brand logo, Sotheby's International Realty company logo, Sotheby's Auction logo, Any altered version of a Sotheby's International Realty brand or company logo

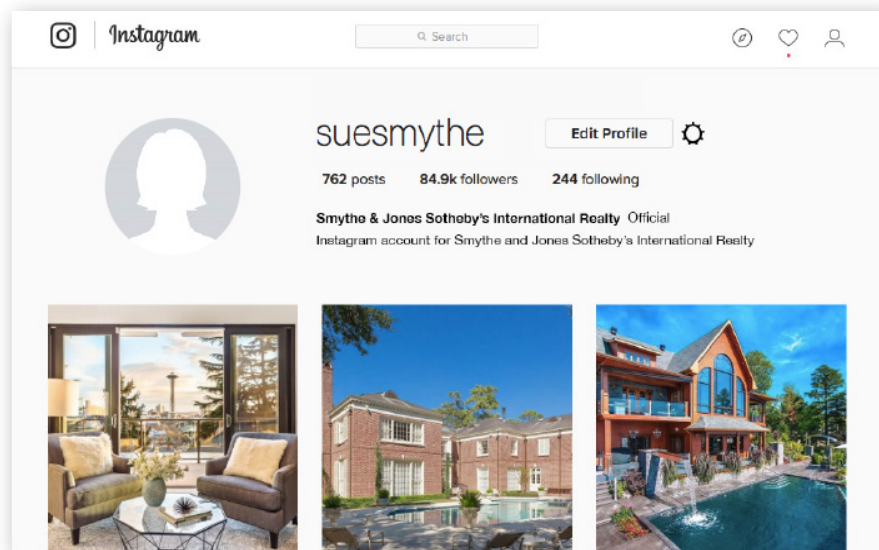
Cover Photo: Sotheby's International Realty brand logo, Sotheby's auction house logo, unauthorized edit of the Sotheby's International Realty brand or auction house logo.

2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

Instagram

On Instagram, there is a Username with a maximum of 30 characters, a Profile Name with a maximum of 18 characters and a bio section with a maximum of 15 characters. The Username you create also becomes your vanity URL.

Example of an **Instagram Profile**:



Below is an example of the proper use of an **Instagram profile**:

Profile Name: Sue Smythe

Username: @SueSmythe

Vanity URL: Instagram.com/SueSmythe

Description: Includes her company's full DBA, Smythe & Jones Sotheby's International Realty

2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

Twitter

On Twitter, there is a Username with maximum of 15 characters, a Profile Name with maximum of 50 characters and a Profile Description with 160 characters. The Username you create also becomes your vanity URL.

Example of a Sales Associate **Twitter Profile**:



Below is an example of the proper use of a **Twitter profile**:

Profile Name: Sue Smythe

Username: @SueSmythe

Vanity URL: www.twitter.com/SueSmythe

Description: Includes her company's full DBA, Smythe & Jones Sotheby's International Realty

The following Twitter Usernames and Account Names **are permitted** under our guidelines:

Usernames: @SueSmythe, Sue Smythe, @SueSmytheNJ, @SueNJHomes, @NJLuxuryHomes

Profile Name: Sue Smythe

The following Twitter Usernames and Account Names **are NOT permitted** under our guidelines:

Usernames: @SueSothebys, @SueSmytheSIR, @NewJerseySothebys, @SIRNewJersey

Profile Name: Sue Smythe Sotheby's, Sue Smythe Sotheby's IR

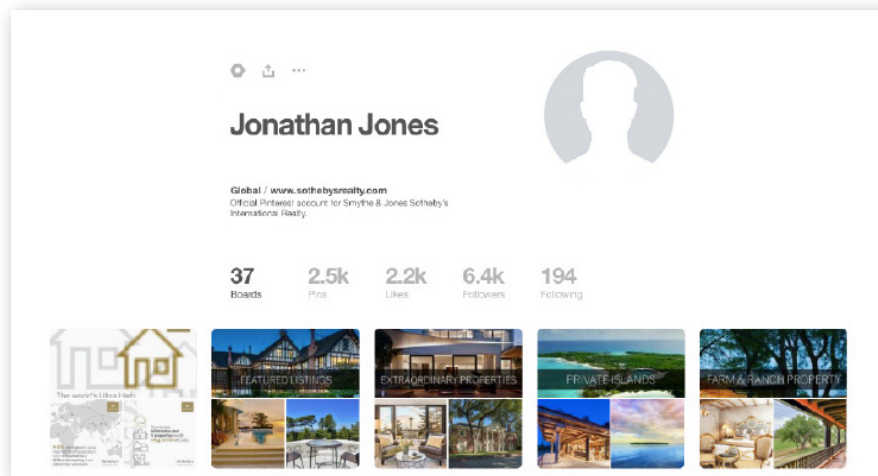
2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

Pinterest

On Pinterest, there are no character restrictions on your first and last name, but your username must be between 3 and 15 characters. The username you create also becomes your URL. You are permitted to use your company's full DBA in the description field provided. You are **NOT permitted** to use the *Sotheby's International Realty* brand or your company name, or an abbreviated version in the first name, last name or username fields.

You may use a personal photo as your Profile photo. You are **NOT permitted** to use your company logo or the brand logo as your Profile photo.

Examples of Sales Associate **Pinterest Profile:**



Below is an example of the proper use of a **Pinterest profile:**

Profile Name: Jonathan Jones

Vanity URL: www.pinterest.com/jonathanjones

Profile Photo: Personal Photo

Description: Sales Associate with Smythe & Jones Sotheby's International Realty.

The following **are permitted** for Pinterest Profiles under our guidelines:

Profile Name: Jonathan Jones

Vanity URL: [/jonathanjones](#), [/jjonesnewjersey](#)

Profile Photo: Your Personal Photo

The following are **NOT permitted** for Personal Pages under our guidelines:

Profile Name: Jonathan Jones Sotheby's Realty, Jonathan Jones SIR, Jonathan Jones Sotheby's, Jonathan Jones Sotheby's IR

Vanity URL: ~~[/jonathanjonessothebys](#)~~, ~~[/jonathanjonessir](#)~~

Profile Photo: ~~Sotheby's International Realty brand logo, Sotheby's International Realty company logo, Sotheby's Auction logo, any altered version of a Sotheby's International Realty brand or company logo~~

2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

YouTube

There are no character restrictions on your first, last name or nickname. You are **NOT** permitted to use the *Sotheby's International Realty* brand or your company name, or an abbreviated version in the first name, last name or nickname fields.

You may use a personal photo as your Profile photo. You are **NOT** permitted to use a company or brand logo as your Profile photo.

The following **are permitted** for Personal Pages under our guidelines:

Profile Name: Jonathan Jones

Nickname: /jonathanjones, /jonathanjonestoronto

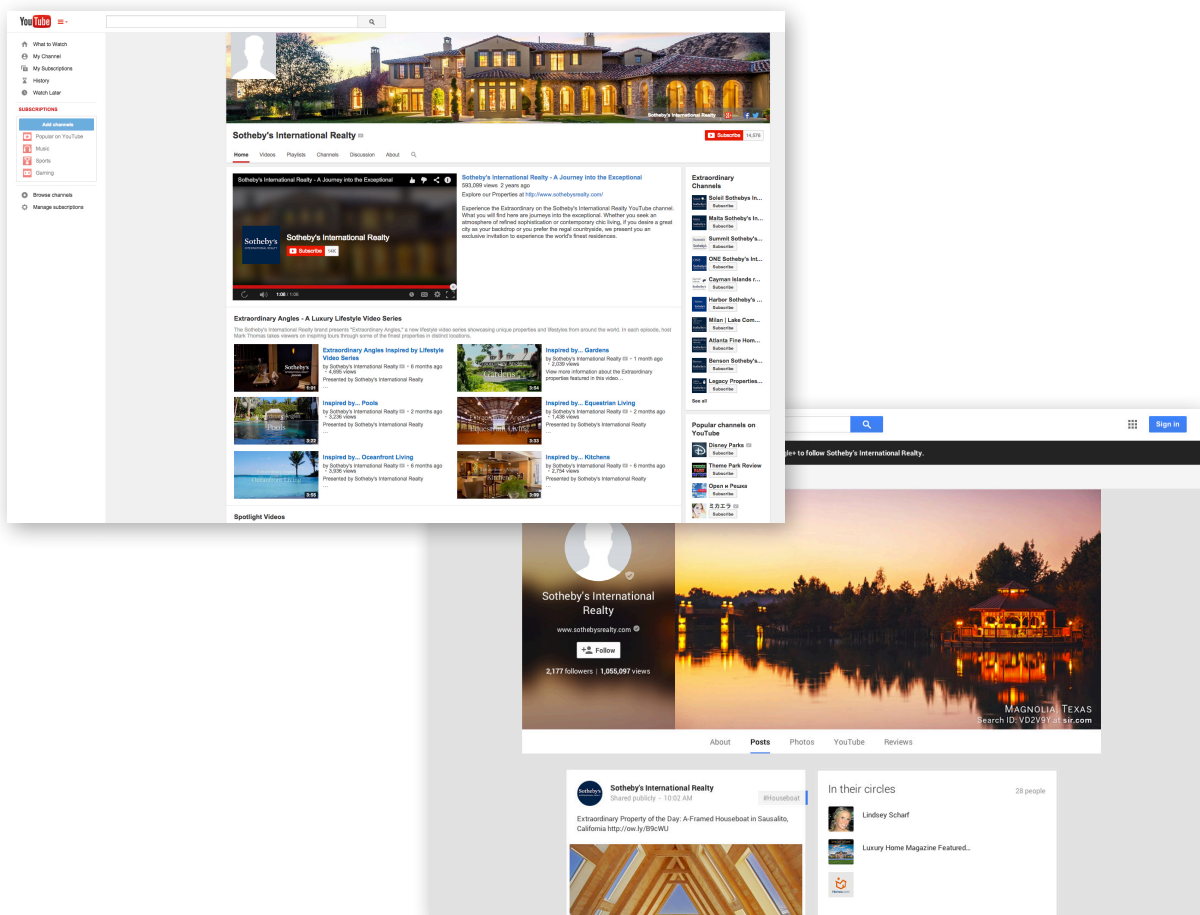
Profile Photo: Your Personal Photo

The following are **NOT permitted** for Personal Pages under our guidelines:

Profile Name: Jonathan Jones Sotheby's Realty, Jonathan Jones SIR, Jonathan Jones Sotheby's, Jonathan Jones Sotheby's IR, Jonathan Jones Sotheby's Toronto

Nickname: /jonathanjonessothebys, /jonathanjonessir

Profile Photo: Sotheby's International Realty brand logo, Sotheby's International Realty company logo, Sotheby's Auction logo, any altered version of a Sotheby's International Realty brand or company logo



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LinkedIn

LinkedIn is a professional social networking site created to connect the world's professionals. Your LinkedIn page should be a professional page that outlines your work experience, your background and your current employer.

You are **NOT permitted** to use the *Sotheby's International Realty* brand or your company name, or any abbreviated version in the name fields. You may use your company's full DBA in the Experience field.

Your profile photo should be a personal photo. You are NOT permitted to use a company or brand logo as your profile photo.

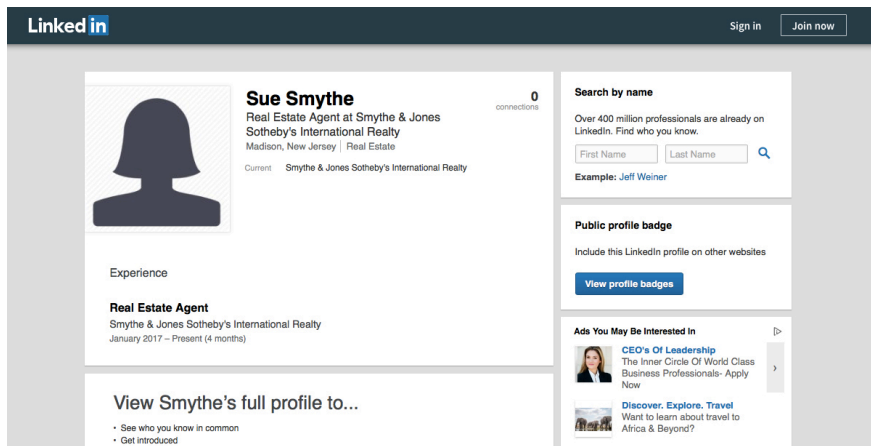
Examples of Sales Associate LinkedIn Profiles:

Below is an example of the proper use of **LinkedIn Personal Profile:**

Profile Name: Sue Smythe

Profile Photo: Personal Photo

Affiliated Office Name: Smythe & Jones
Sotheby's International Realty



The following are **NOT permitted** under our guidelines:

Profile Name: Sue Smythe Sotheby's, Sue Smythe Sotheby's Realty, Sue Smythe SIR, Sue Smythe Sotheby's IR, Sue Smythe Sotheby's NJ

Profile Photo: Sotheby's International Realty brand logo, Sotheby's International Realty company logo, Sotheby's auction logo, any altered version of a Sotheby's International Realty brand or company logo

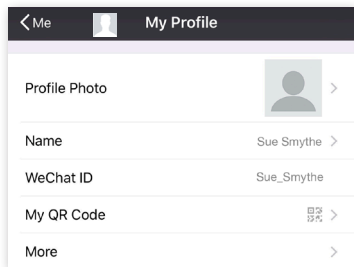
2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

WeChat

WeChat Names have a maximum of 32 characters and include spaces and all special characters. WeChat IDs must be between 6 to 20 characters and must begin with an alphabetical character. Acceptable characters include letters, numbers, underscores ("_") and dashes ("-").

WeChat IDs CANNOT BE CHANGED once set.

Example of a Sales Associate **WeChat Profile**



Below is an example of the proper use of a **WeChat profile:**

Name: Sue Smythe

ID: Sue_Smythe

The following WeChat Names and IDs **are permitted** under our guidelines:

IDs: SueSmythe, Sue-Smythe, Sue_Smythe, SueNJHomes, NJLuxuryHomes, SueSmytheNJ

Name: Sue Smythe

The following WeChat names are **NOT permitted** for under our guidelines:

IDs: SueSothebys, SueSmytheSIR, NewJerseySothebys, SIRNewJersey

Name: Sue Smythe Sotheby's, Sue Smythe Sotheby's-IR, Sue Smythe-SIR