

## **Social Media Policy**

Lew Geffen Sotheby's International Realty encourages its teams to be champions on behalf of the agency. As the online landscape continues to mature, opportunities to communicate with each other and the public at large are constantly evolving. While social media creates new opportunities for personal expression, it also creates new responsibilities.

As a Lew Geffen Sotheby's International Realty team member, you are viewed by our clients, business partners and the public as a representative of Lew Geffen Sotheby's International Realty. Whether or not you specifically reference or discuss your work, your participation on social media platforms is a reflection on Lew Geffen Sotheby's International Realty.

Since the term social media is used a number of different ways, we want to make sure you understand what we mean when we say social media. Social media is any tool or service that facilitates conversations over the internet. Social media applies not only to traditional big names, such as Facebook, Twitter, and WeChat, but also applies to other platforms you may use that include user conversations, which you may not think of as social media. Platforms such as, YouTube, Flickr, blogs and wikis are all part of social media.

Finally, even though this policy is written so it's easy to understand and conversational in tone, it is a formal policy. If you don't follow the principles laid out below when engaging in social media you could face serious consequences, including termination of your employment or service with us.

The following five social media principles must be applied before engaging in any type of online conversation that might impact Lew Geffen Sotheby's International Realty, directly or indirectly.

### **Be Nice, Have Fun, and Connect**

Social media is a place to have conversations and build connections, whether you're doing it for Lew Geffen Sotheby's International Realty or for yourself. The connections you'll make on social media will be much more rewarding if you remember to have conversations rather than push agendas. Social media is a tool to build our brand, just be sure you do it the right way.

### **Protect Information**

Social media encourages you to share information and connect with people. When you use social media, you should try and build relationships, but you should also be aware that through your relationship with Lew Geffen Sotheby's International Realty, you have access to confidential information that should not be made public. Do not share our confidential agency information or any of our clients' identifiable information on social media.

### **Be Transparent and Disclose**

When you talk about Lew Geffen Sotheby's International Realty on social media, you should disclose that you work for Lew Geffen Sotheby's International Realty. Your friends may know

you work for us, but their network of friends and colleagues may not and you do not accidentally want to mislead someone.

### **Follow the Law, Follow the Code of Conduct**

Social media lets you communicate very fast and have your message go viral in seconds. This makes it difficult to fix an inaccurate message once you've shared it. The best thing to do is double check all content before you share it, both for accuracy and to make sure it fits into Lew Geffen Sotheby's International Realty overall social media strategy and values and are within any legal prescripts that may apply.

### **Be Responsible**

Make sure you are engaging in social media conversations the right way. If you aren't an authority on a subject, send someone to the expert rather than responding yourself. Don't speak on behalf of Lew Geffen Sotheby's International Realty if you are not giving an official Lew Geffen Sotheby's International Realty response, and be sure your audience knows the difference. If you see something being shared related to Lew Geffen Sotheby's International Realty on a social media platform that should not be happening, immediately inform the principal of the agency.

Always remember that anything posted in social media can go viral, no matter what your privacy settings may be, so be sure you are only posting content you would feel comfortable showing up in your boss' inbox, your colleagues or friends' Twitter feed, or the front page of a major news site. You should avoid posting content that might contain legal conclusions, intellectual property that belongs to other companies, and defamatory language. Everything you post online can be traced back to you, so be sure what you post is appropriate before you post it. Your post may be shared with others and archived even if you delete it later. Even if you put something in your bio about your content being just our own that may not stop someone else online from complaining about your activity and noting that you work for Lew Geffen Sotheby's International Realty.

**Policy on Social Media Effective Date: June 2020**