



# SOCIAL MEDIA AND ADVERTISING

Kerri Lewis  
Christine Anderson  
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**

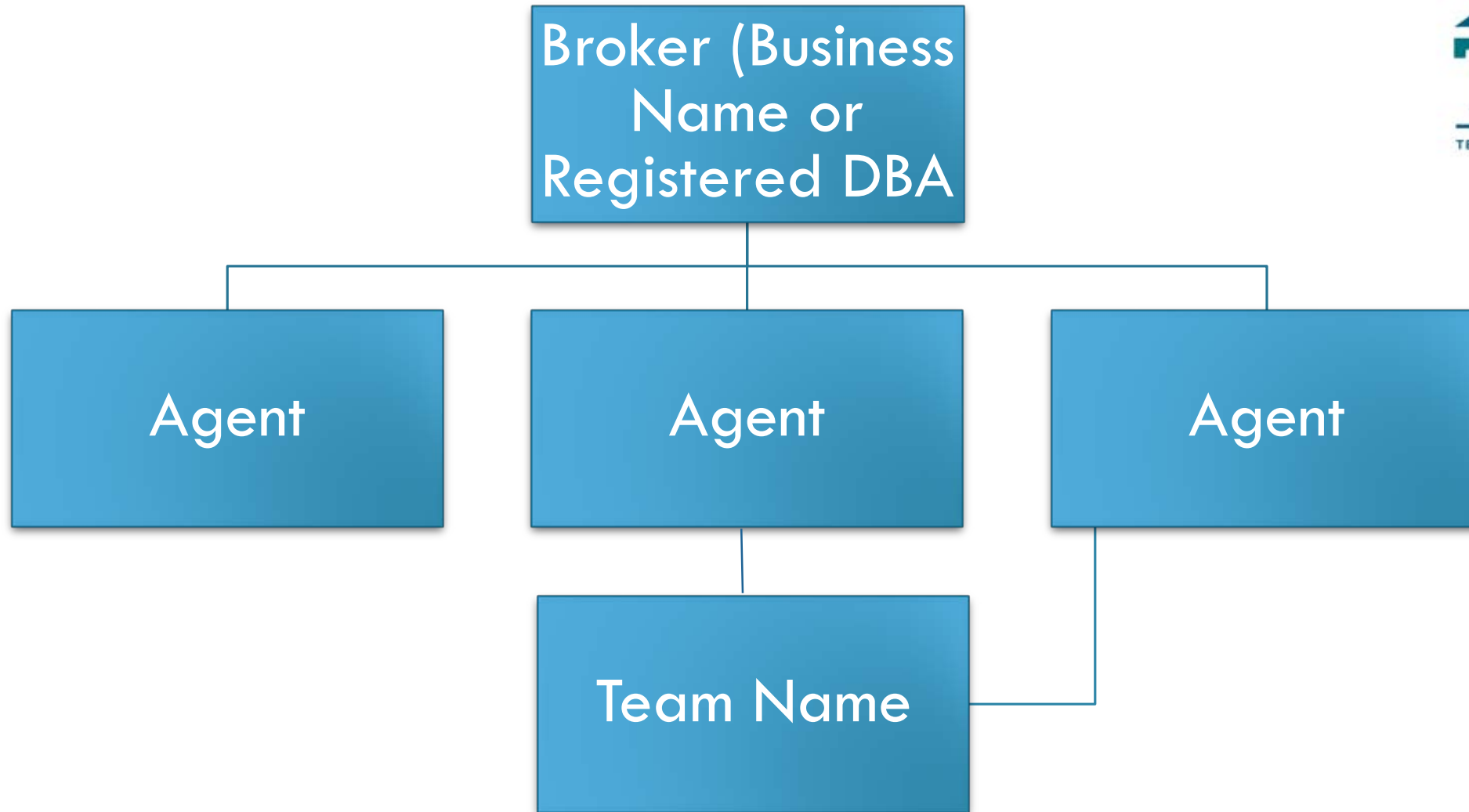
For an advertisement on social media or by text, the information required (license holder's or team name and broker's name in at least half the size of the largest contact information) may be located on a separate page or on the account user profile page of the license holder or team, if the separate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

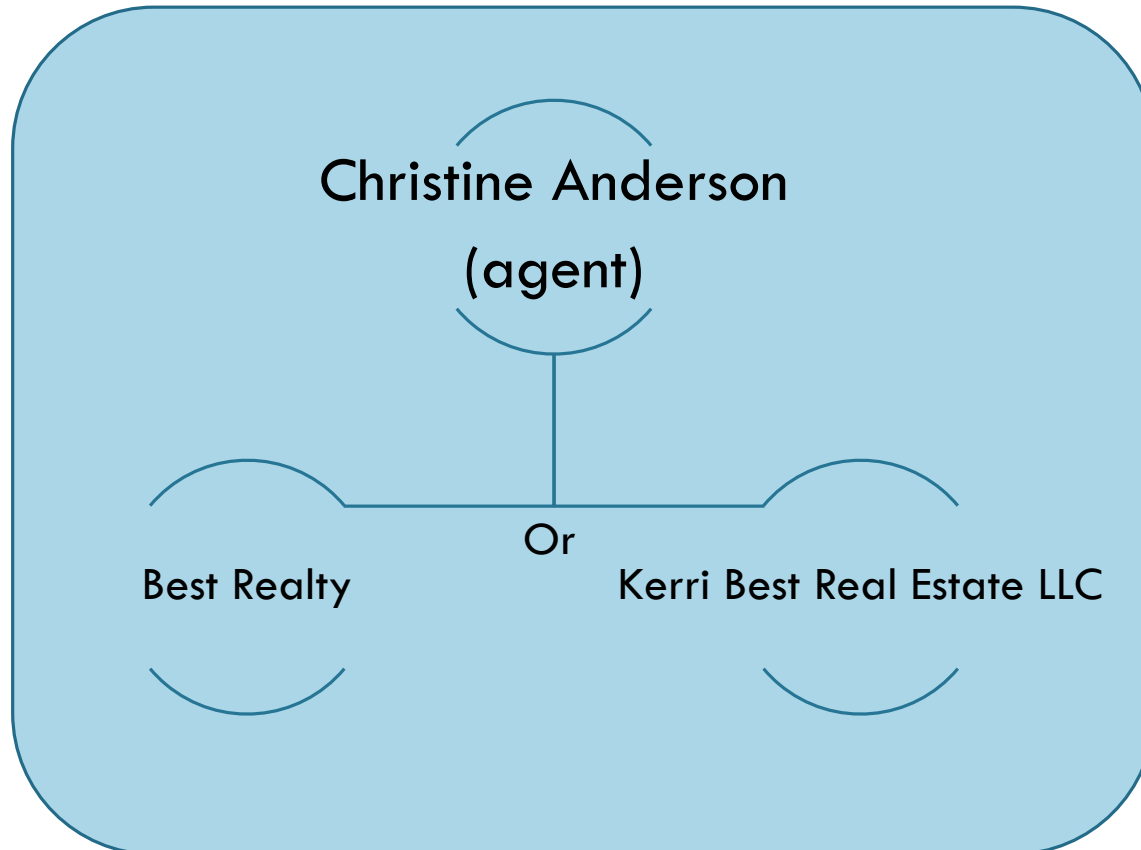
### **Rules 531.18, Consumer Protection Notice (CPN) and 531.20, Information About Brokerage Services (IABS)**

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.

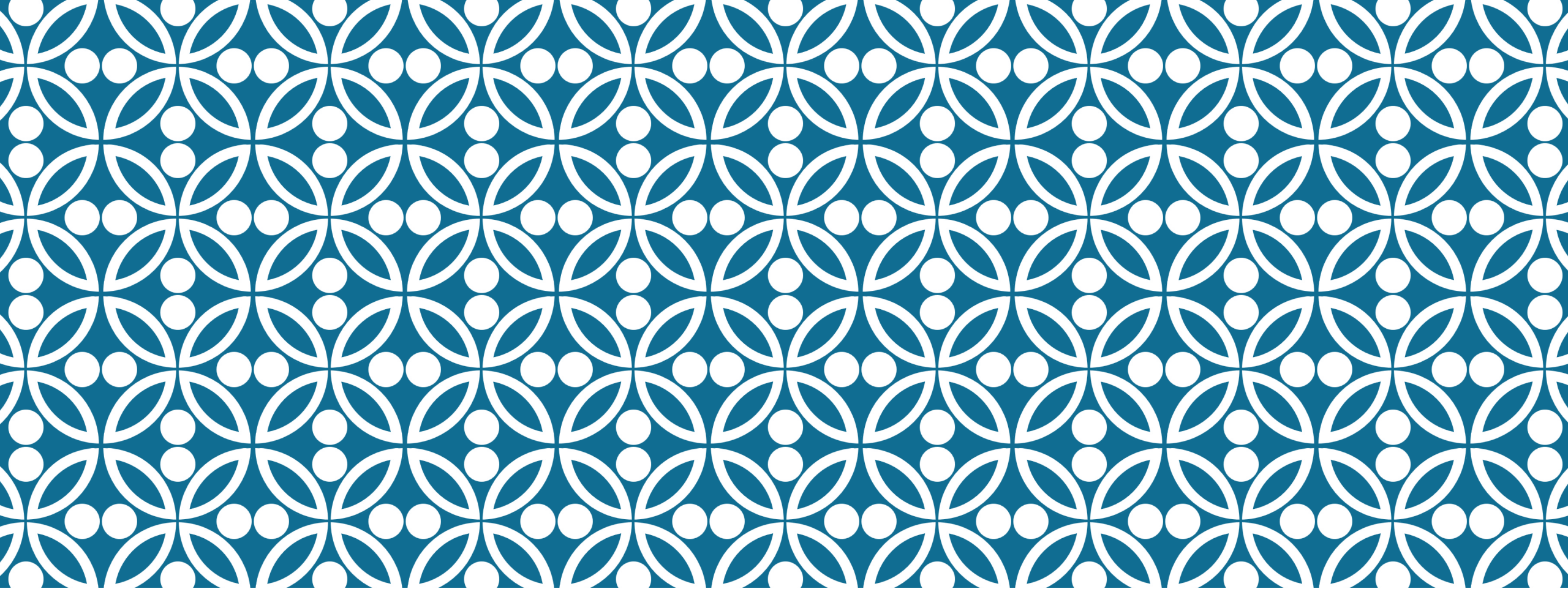


# What An Agent/Associated Broker Needs On ALL Advertisements



Broker's License Name is  
Kerri Best Real Estate LLC

Broker's Registered DBA is  
Best Realty



**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

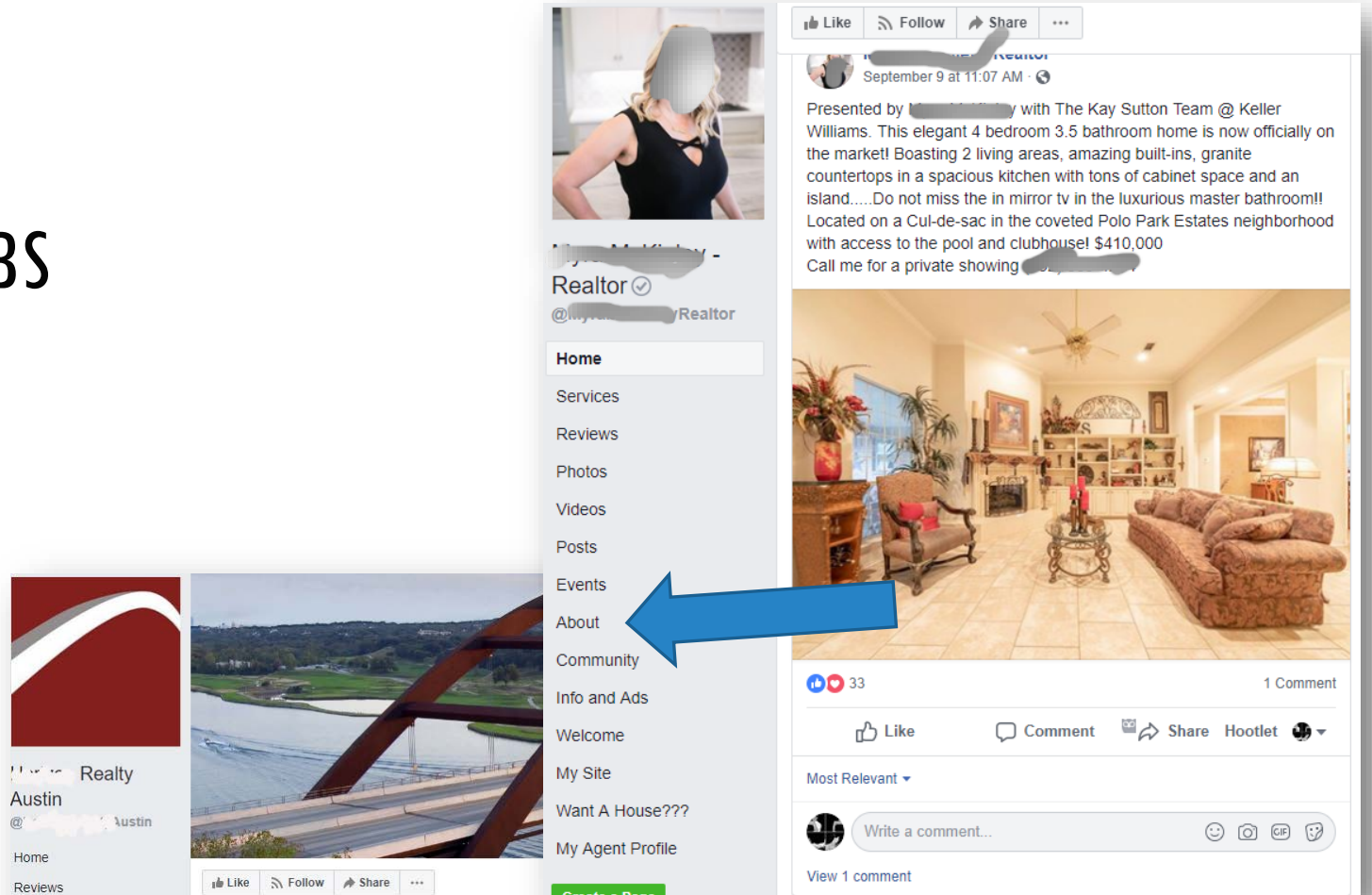
Texas Department of Agriculture

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 image shows a Facebook profile for a realtor. The profile picture is a woman in a black top. The cover photo is a scenic view of a lake and a bridge. The profile name is [REDACTED] Realty Austin, and the bio is [REDACTED] Realtor. The navigation menu on the left includes Home, Services, Reviews, Photos, Videos, Posts, Events, About, Community, Info and Ads, Welcome, My Site, Want A House???, and My Agent Profile. A blue arrow points to the 'About' section. Below the profile is a post from September 9 at 11:07 AM, presented by [REDACTED] with The Kay Sutton Team @ Keller Williams. The post text describes an elegant 4-bedroom, 3.5-bathroom home with various amenities, including a granite kitchen, a mirror TV, and access to a pool and clubhouse, priced at \$410,000. The post has 33 likes and 1 comment. A blue arrow points from the 'About' section of the profile to the 'TREC Consumer Prote...' link in the bottom navigation menu.

**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](http://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,**

# HOW TO COMPLY ON FACEBOOK WHEN ADVERTISING?

## Agents/Associated Brokers:

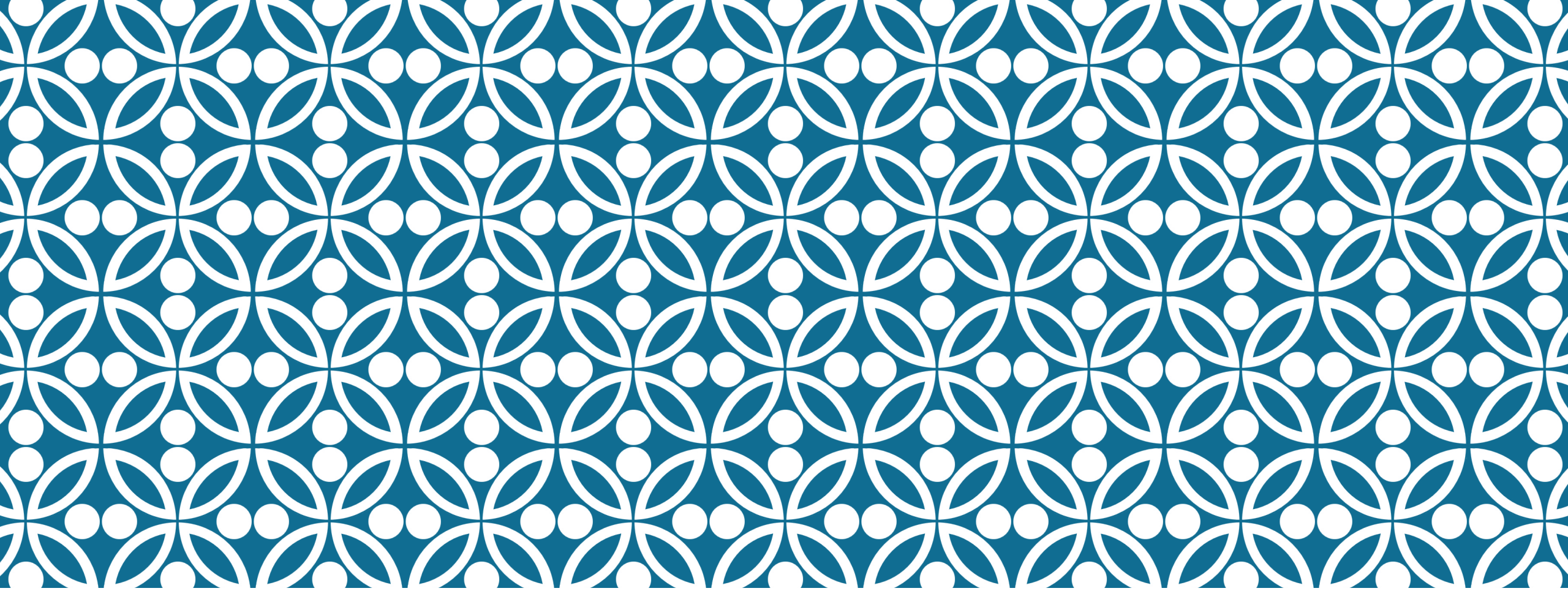
- ❖ Make sure your name, registered alternate name, or team name, as well as your broker's name or their DBA is on every advertisement (posting).
- ❖ This goes for re-posting listings from your business page to your personal page
- ❖ Make sure your page(s) do not imply you are the listing broker or the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

## Brokers:

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



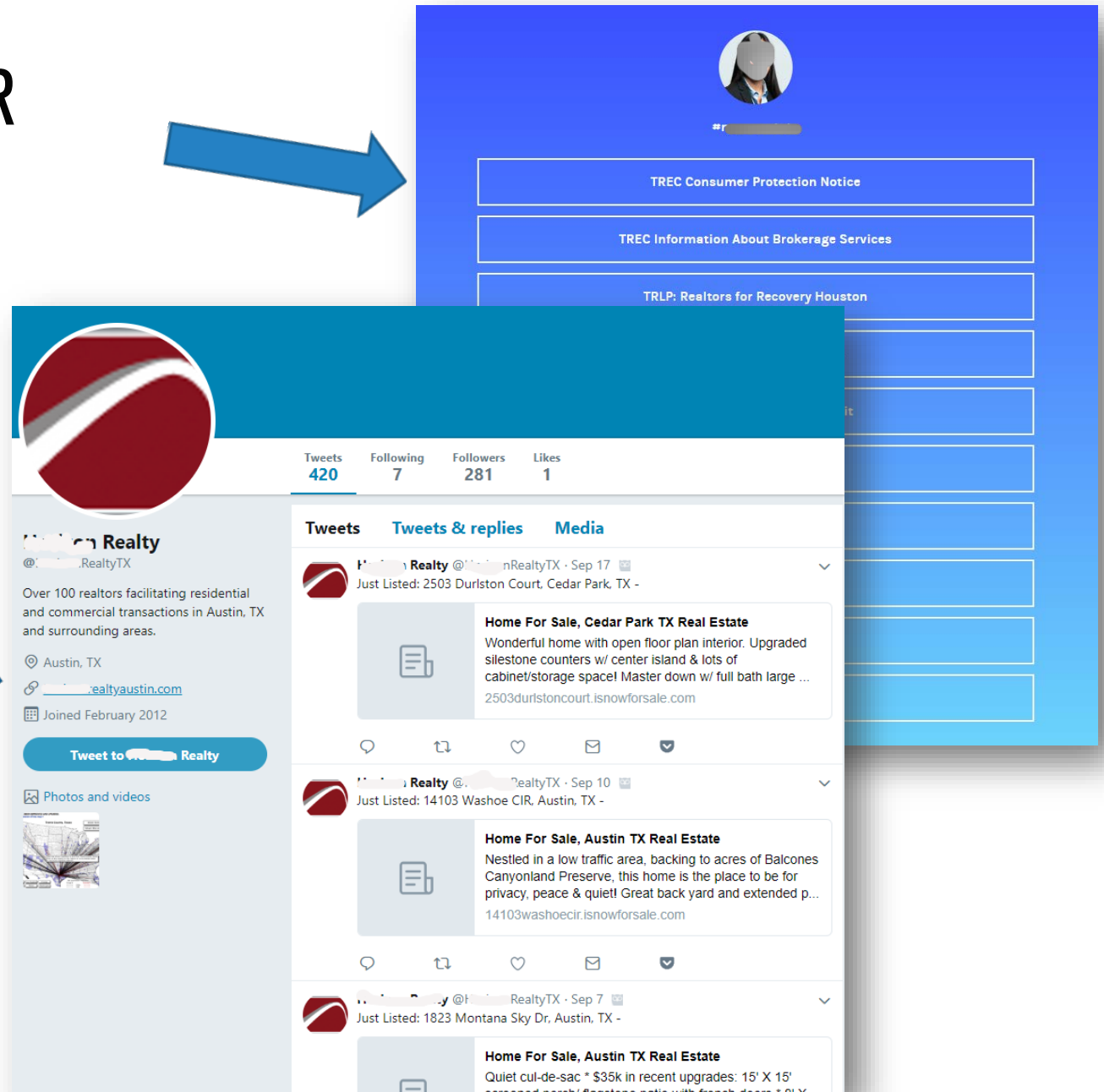




**TWITTER** |

# 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) with 420 tweets, 7 following, 281 followers, and 1 like. The profile bio states: 'Over 100 realtors facilitating residential and commercial transactions in Austin, TX and surrounding areas.' The location is 'Austin, TX' and the website is 'realtyaustin.com'. The profile was joined in February 2012. Below the bio, there is a 'Tweet to Realty' button and a 'Photos and videos' section with a thumbnail image.

Two blue arrows point from the text on the left to the Twitter profile and the list of notices. The list of notices is on a blue background and includes:

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

The Twitter profile also shows a list of tweets, each featuring a 'Home For Sale' announcement with details about the property and a link to the listing page.

# HOW TO COMPLY ON TWITTER WHEN ADVERTISING?

## Agents/Associated Brokers:

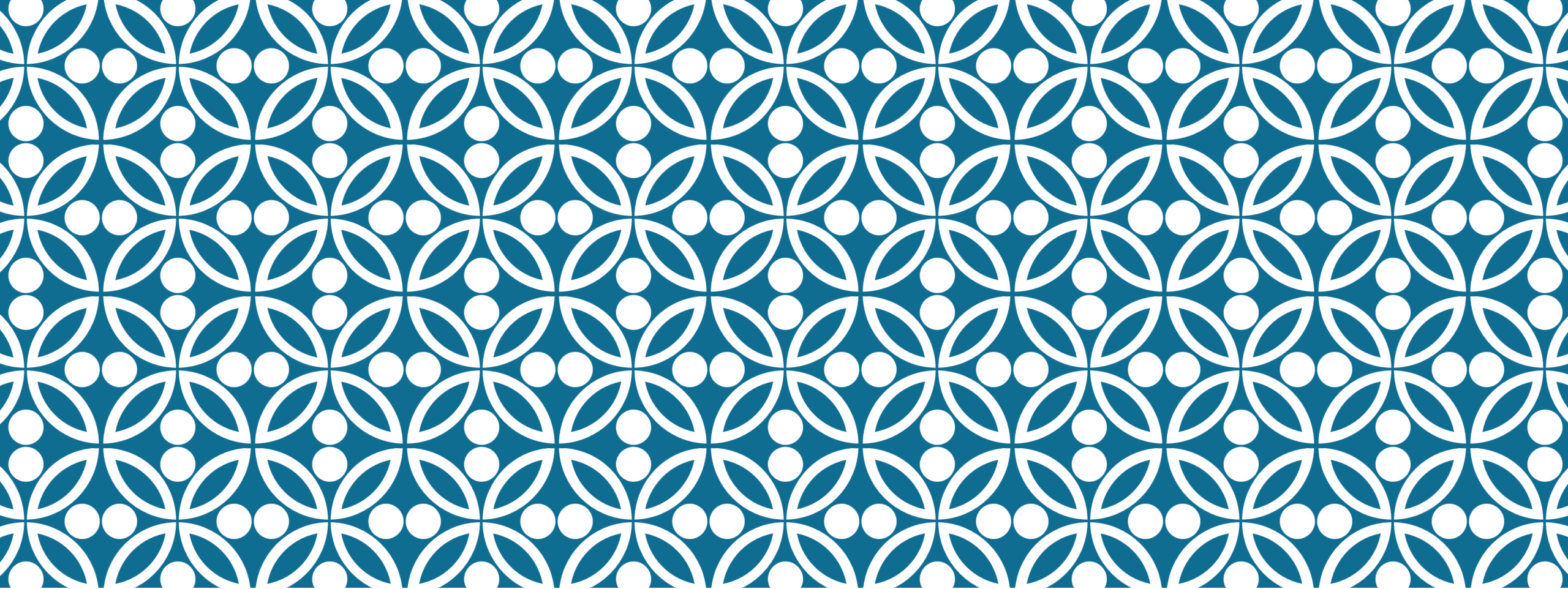
- ❖ Make sure your name, registered alternate name, or team name, as well as your broker's name or their DBA is on every advertisement (posting). This can be your account name.
- ❖ This goes for re-posting listings from your business page to your personal page
- ❖ Make sure your page(s) do not imply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



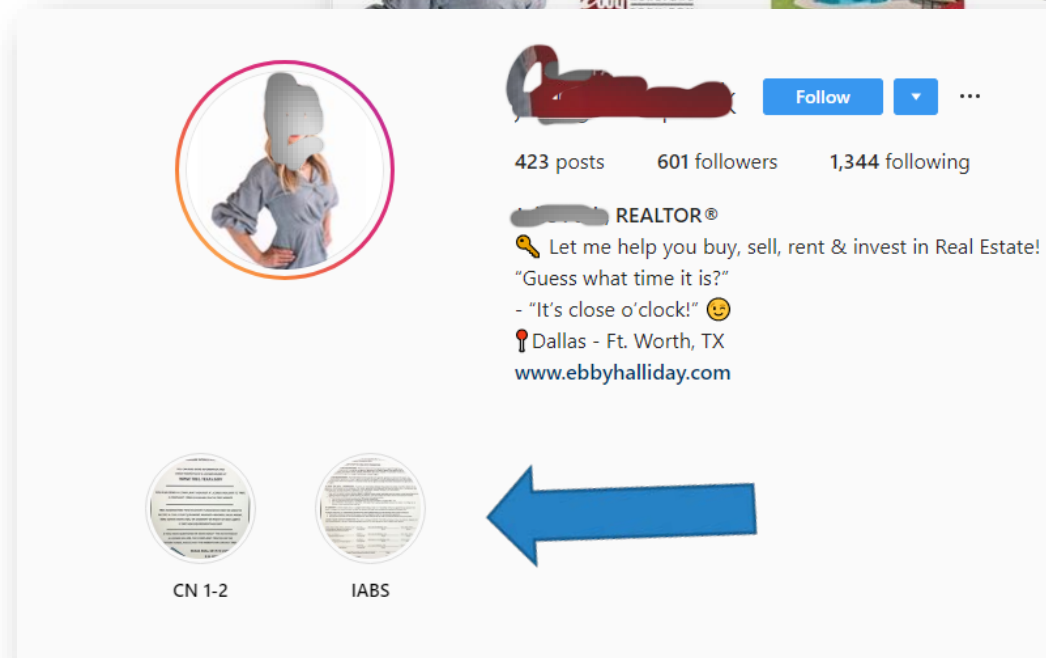
The screenshot shows the Twitter profile for 'The Real Estate Station'. The profile header includes the name 'The Real Estate Station' and a circular profile picture. Below the header, the statistics are: Tweets 357, Following 211, Followers 113, and Likes 8. The main content is a tweet from 'The Real Estate Station' (@RealEstateStation) posted 2 hours ago. 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'. Below the text is a large image of a custom home with a green overlay on the right side containing text: 'The Real Estate Station -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'. Below the tweet, there are several small thumbnail images of other real estate listings.



**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:

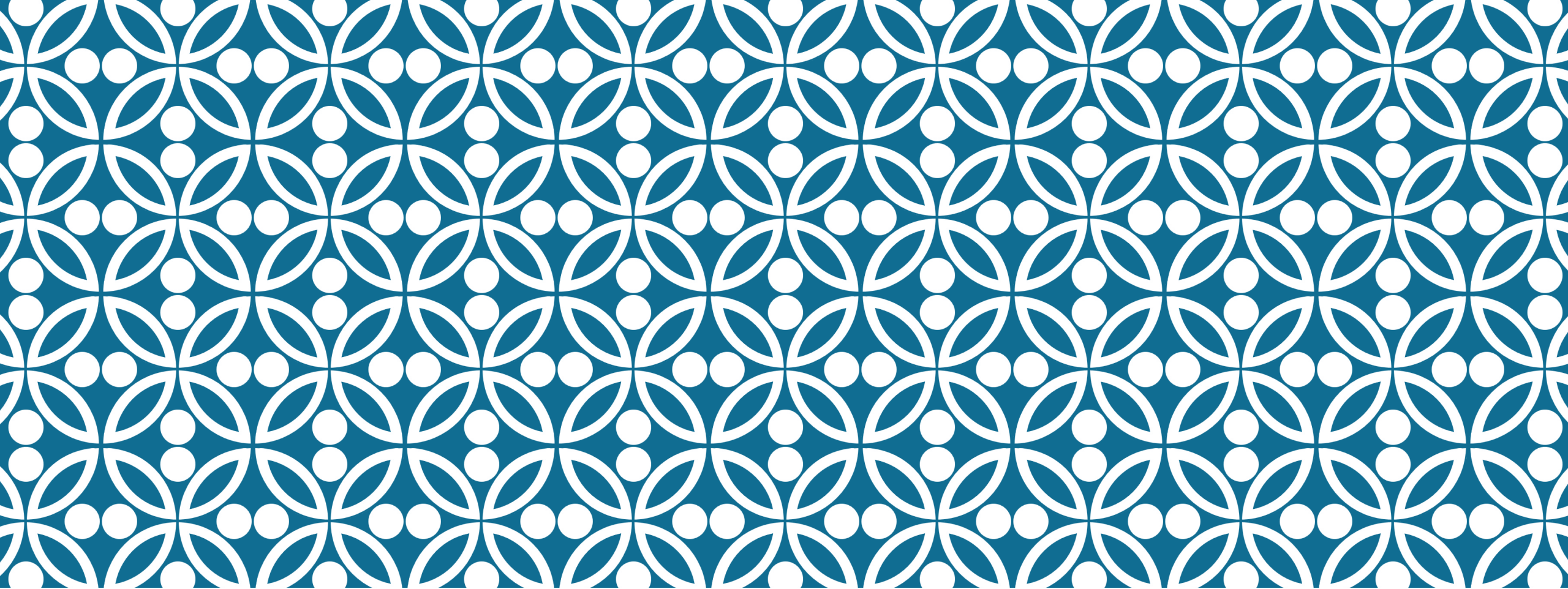
- ❖ Make sure your name, registered alternate name, or team name, as well as your broker's name or their DBA is on every advertisement (posting).
- ❖ This goes for re-posting listings from your business page to your personal page
- ❖ Make sure your page(s) do not imply you are the listing broker or the 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 shows 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 #texasahouse #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 screenshots related to the Texas Real Estate Commission (TREC). The top screenshot shows the TREC Twitter profile page, featuring the TREC logo, follower statistics (516 tweets, 50 following, 637 followers, 90 likes, 0 lists, 0 moments), and a tweet from 'TREC and TALCB @TRECCommission' dated 24 hours ago. The middle screenshot shows the TREC Facebook page, including the TREC logo, the page name 'Texas Real Estate Commission @TRECCommission', and a cover photo of the Texas State Capitol building with the American and Texas state flags. The bottom screenshot shows a Facebook post from TREC with a landscape photo and the text 'ABOUT TEXAS REAL ESTATE COMMISSION' and 'Our Story'.