

Coastal Carolinas Association of REALTORS® Social Media Policy

1.1 GENERAL USAGE.

(a) CCAR recognizes that the Internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, LinkedIn, Twitter, Instagram, etc. However, CCAR staff's use of social media can pose risks to CCAR's confidential and proprietary information, reputation, and brands, can expose CCAR to discrimination and harassment claims, and can jeopardize CCAR's compliance with business rules and laws.

(b) CCAR recognizes that staff might work long hours and occasionally may desire to use social media for personal activities at the office or by means of the CCAR's computers, networks, and other IT resources and communications systems. CCAR authorizes this use during nonworking time so long as it does not involve vulgar, obscene, threatening, intimidating, or harassing content (not otherwise protected or required by law), does not violate any other the CCAR policies or staff obligations, and does not interfere with responsibilities or productivity.

(c) To minimize these business and legal risks, to avoid loss of productivity and distraction from job performance, and to ensure that CCAR's IT resources and communications systems are used appropriately as explained below, CCAR expects its personnel and Members to adhere to the following guidelines and rules regarding social media use.

1.2 SOCIAL PAGES AND GROUPS.

(a) Social media pages and groups administrated by CCAR are places for CCAR staff to interact with Members, consumers, the media, and other key constituencies, and share information about real estate and CCAR.

(b) The information provided on these pages is for educational and informational purposes only. The information should not be construed as a recommendation by CCAR for any course of action regarding financial,

legal or accounting matters. It is not meant as a substitute for professional advice from a qualified legal, accounting or financial professional.

(c) CCAR does not represent, warrant or endorse the accuracy or reliability of any information displayed, uploaded, downloaded or distributed through this page by any user, or any other person or entity. CCAR disclaims liability for any damages or losses, direct or indirect, that may result from use of or reliance on information contained on the page.

(d) Social Media pages and groups utilized by CCAR are for Member and consumer communications explicitly and will not be used for other purposes under any circumstances unless otherwise expressly written. Staff reserves the right to remove any content, which does not adhere to this policy.

1.3 RESPONSIBLE USE.

(a) CCAR respects the rights of individuals using social media to voice their views and opinions. However, within CCAR social media channels, staff reserves the right to remove comments that are considered inappropriate, off-topic, abusive, or are being used to promote listings or solicit for third-party sites, initiatives or products.

(b) Apart from personal use of social media in accordance with this policy, CCAR encourages its staff and Members to participate responsibly in these media as a means of generating interest in CCAR's services and creating business opportunities, so long as all of CCAR's rules and guidelines regarding social media usage, particularly in a business context, are adhered to.

(c) Social media should never be used in a way that violates any of CCAR's policies or employee obligations. If social media activity would violate any of CCAR's policies in another forum, it will also violate them in an online forum. For example, employees are prohibited from using social media to violate CCAR's IT resources and communications systems policies, violate CCAR's confidentiality and proprietary rights policies, circumvent the CCAR's ethics and standards of conduct policies, engage

in unlawful harassment, circumvent policies prohibiting unlawful discrimination against current employees or applicants for employment, violate CCAR's privacy policies (for example, never access private password protected sites of coworkers or other CCAR stakeholders without permission), or violate any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by creating an artificial "buzz" around our business, products, or stock.).

(d) Circulating or posting commercial, personal, religious or political solicitations, chain letters, spam, or promotion of outside organizations unrelated to CCAR business are also prohibited during working time unless otherwise protected or required by law.

1.4 DISCLOSURES AND CONFLICTS.

(a) CCAR staff should also never provide references or recommendations for stakeholders on social or professional networking sites, as such references or recommendations can be attributed to CCAR and create legal liability for employees and the CCAR (such as interference with prospective business contracts and allegations of wrongful termination).

(b) CCAR staff should always disclose that they are employees of CCAR when promoting our products/services on social media platforms.

1.5 NO EXPECTATION OF PRIVACY; CCAR OWNERSHIP OF DATA.

(a) All contents of CCAR's IT resources and communications systems are the property of CCAR. Therefore, users of CCAR's IT resources and communications systems should have no expectation of privacy whatsoever in any message, files, data, document, facsimile, telephone conversation, social media post, conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on CCAR's electronic information and communications systems.

(b) Users of CCAR's IT resources and communications systems are expressly advised that in order to prevent misuse, and maintain

production and discipline, **CCAR reserves the right to monitor, intercept, and review, without further notice, all activities using CCAR's IT resources and communications systems, including but not limited to social media postings and activities, and each such user consents to such monitoring by using of such resources and systems.** This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving, and printing of transactions, messages, communications, postings, logins, recordings, and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

(c) CCAR also may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice. Do not use CCAR's IT resources and communications systems for any matter that you desire to be kept private or confidential from CCAR. Note that CCAR owns all social media accounts used on behalf of the CCAR or otherwise for business purposes, including any and all log-in information, passwords, and content associated with each account, such as followers and contacts.