

GREATER PHILADELPHIA ASSOCIATION OF REALTORS

FACEBOOK GROUPS POLICY

Purpose

This Policy seeks to provide rules and guidance to both Greater Philadelphia Association of Realtors (GPAR) members and employees with regard to the usage of Facebook Groups.

Formation

Facebook Groups may be formed by any standing committee, *ad hoc* committee, task force, or other organized group (collectively "Organizations") affiliated with GPAR. Facebook Groups may only be created where the Organization's members, under its rules, agrees to submit a formal request to the GPAR staff through the Organizations Chair or leader.

Administration

GPAR staff will serve as the administrator of the Facebook Group, and will have full authority and discretion to monitor content, including editing and deleting posts. The Facebook Groups are to be used solely for informational purposes and updates between meetings.

Conduct

Members and employees are required to conduct themselves as business professionals while participating in the Facebook Groups, including complying with the NAR Code of Ethics, PAR's code of conduct and GPAR's ethical requirements. Members and employees are not permitted to post items that are:

- Unrelated to GPAR's or the Organization's mission
- Contain profanity, hostility, discriminatory language, or other objectionable material
- Overly personal
- Self-promotional or advertisements
- Intended to recruit or solicit members to join a broker or office
- Related to sales
- Discussing commissions, pricing structures or any other discussions that could be construed as anti-competitive

No official business shall be conducted via the Facebook Groups. Motions, deliberations and discussions on action items pending before the Organization shall be reserved for meetings that have been properly noticed to members. Facebook Groups are intended to be used solely for informational purposes and updates between meetings, including discussions about progress on Requests for Proposals, requests for research or

potential topics for guest speakers. Specifics regarding proposals, pricing or research conclusions should be reserved for discussion at meetings.

Membership

Group members will be limited to active members of the Organization who are also members in good standing with GPAR, other non-members who are duly serving as board members (or other members), employees of GPAR and counsel. Individuals who may be members of the Organization but are not members in good standing with GPAR will not be invited to the Facebook Group. Any Facebook Group member whose term on or membership within an Organization ends or expires will be removed from that Organization's Facebook Group.