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Marketplace

MICHIGAN'S CONTINUING EDUCATION
HUB FOR REAL ESTATE PROFESSIONALS.

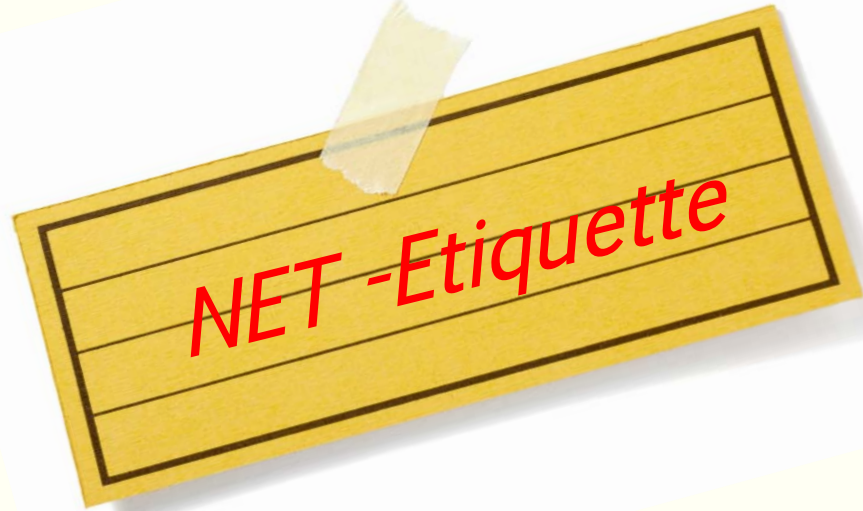


1 Hour Continuing
Education Credit
(C000056)

SOCIAL MEDIA ETIQUETTE SAVVY

For Successful Entrepreneurs.





net·i·quette

'netəkɪt,-,kɪt/


noun

the correct or acceptable
way of communicating
on the Internet.

REMEMBER THE HUMAN

Would you say that to the person's face?

quote: Netiquette by Virginia Shea

- 
- *Professionalism
 - *REALTOR Code of Ethics
 - *Business Profile
 - *Reputation





**E-Mail
Etiquette**



**Subject
Matters**

YOU ARE NOT THE CENTER OF CYBERSPACE

Respect other people's time and bandwidth

quote: Netiquette by Virginia Shea



Article 9 - REALTOR CODE OF ETHICS REALTORS®

for the protection of all parties, shall assure whenever possible that all agreements related to real estate transactions including, but not limited to, listing and representation agreements, purchase contracts, and leases are in writing in clear and understandable language expressing the specific terms, conditions, obligations and commitments of the parties. A copy of each agreement shall be furnished to each party to such agreements upon their signing or initialing.



NET -Etiquette

SLANG...

b+tw - by the way
brb - be right back
ttyl - talk to you later
lol - laugh out loud
2day - to day

The 'Accidental' Spammer...

*BULK MAIL

*FAILING TO OBTAIN PERMISSION

MULTIPLE FONTS & TEXT SIZES



DON'T ABUSE POWER .

Knowing more than others do or having more power
does not give you the right to take advantage of them.

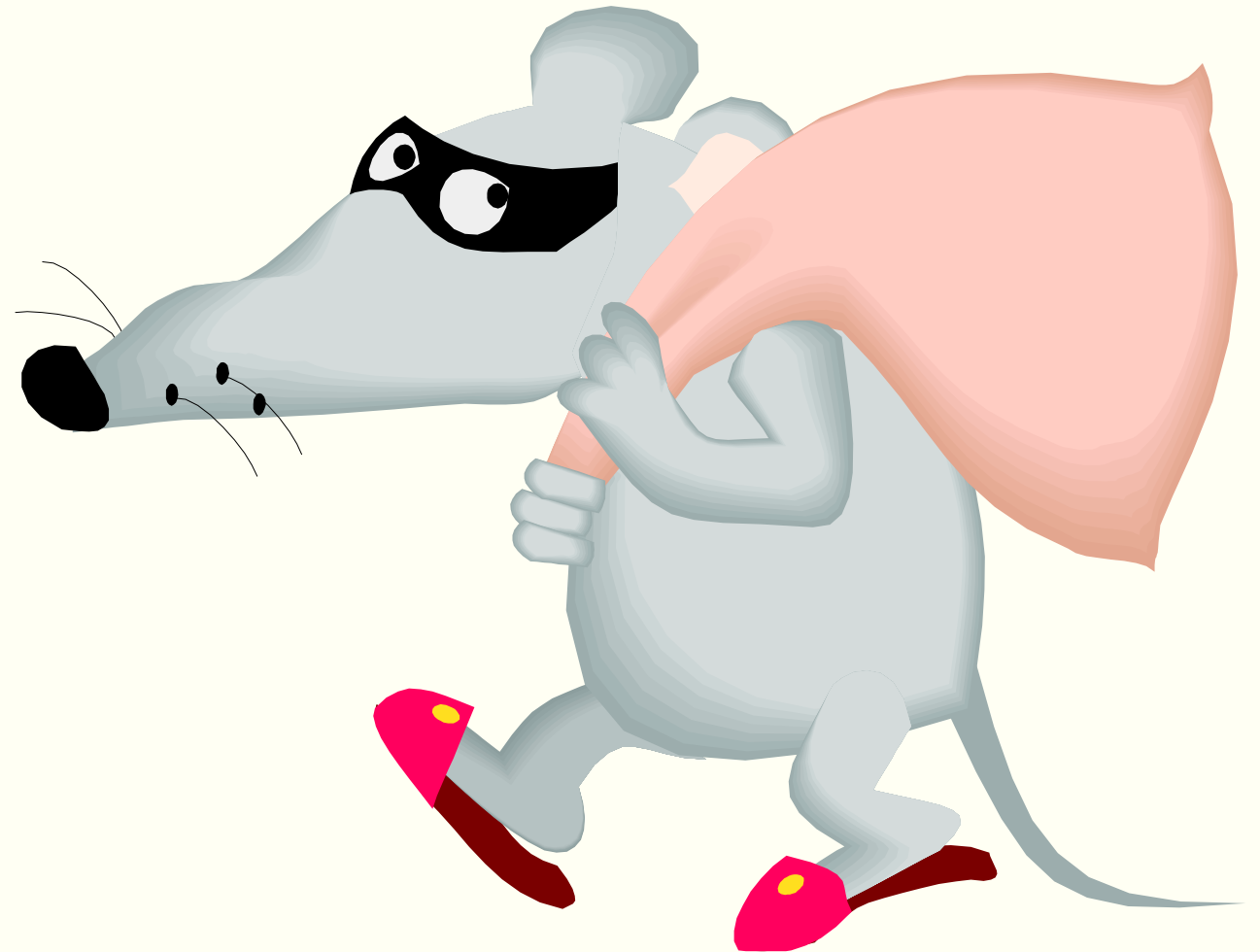
quote: Netiquette by Virginia Shea

A yellow rectangular sign with a black border and horizontal lines, tilted slightly. The text 'Social Media- Etiquette' is written in red, slanted font. The sign is attached to a white paper with a piece of yellow tape at the top. The white paper is pinned to a dark green ribbon hanging from the top of the frame.

*Social Media-
Etiquette*

Standard of Practice 12-10
REALTORS®' obligation to present a true picture in their advertising and representations to the public includes Internet content posted, and the URLs and domain names they use, and prohibits REALTORS® from:

WHEN 'SHARING' BECOMES THEFT...





Article 15

REALTORS® shall not knowingly or recklessly make false or misleading statements about other real estate professionals, their businesses, or their business practices. *(Amended 1/12)*

BREAKING THE LAW IS BAD NETIQUETTE

If you wouldn't do it in real life,
you probably shouldn't do it online.

quote: Netiquette by Virginia Shea



Samantha Tan's entry "Fair Housing for All, Big and Small!" won the Fair Housing Council of Oregon's 2014 fair housing poster contest. Photo courtesy: Fair Housing Council of Oregon

Standard of Practice 10-3

REALTORS® shall not print, display or circulate any statement or advertisement with respect to selling or renting of a property that indicates any preference, limitations or discrimination based on race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. *(Adopted 1/94, Renumbered 1/05 and 1/06, Amended 1/14)*

LURK BEFORE YOU LEAP

Netiquette rules vary from domain to domain

quote: Netiquette by Virginia Shea

Being an Effective 'Groupie' – Associations and Connections



*Thank
You!*

- Instructor:
- Lola Audu, CRS, GRI e-Pro
- Broker – Audu Real Estate
- 3659 Alpine Ave. NW Suite 102
- Comstock Park, MI 49321
- www.audurealestate.com