

Posting Listings on Social Media

Agents are increasingly turning to social media to market their businesses and listings. Facebook, Instagram, Snapchat, Twitter and YouTube have become essential tools for generating leads, promoting properties and communicating with clients. And while it is never a violation of MLS rules or the Code of Ethics to post or tweet about your own listings, you must have permission from the listing broker **before** posting photos, videos or data about someone else's listing.

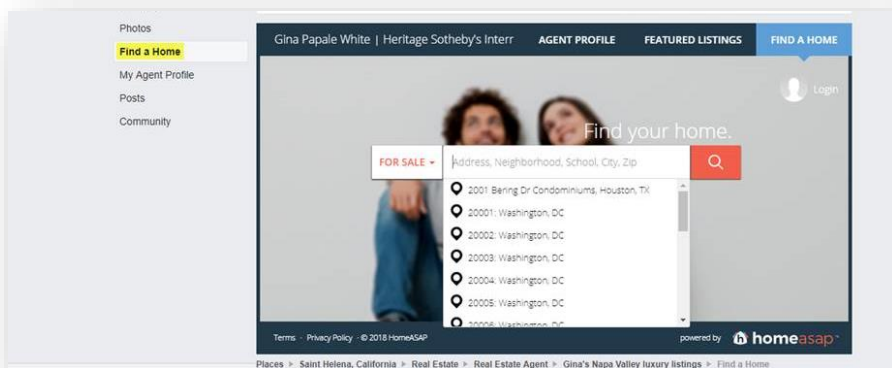
When you post, make sure you are complying with the California Department of Real Estate Advertising rules when it comes to the required disclosures of your license status. The rules were updated January 1, 2018. REALTORS® must also comply with the [Code of Ethics](#).

Get Permission First!

MLS rules and the NAR Code of Ethics prohibit advertising a property without the consent of the listing broker. For many years, brokers have been able to effortlessly grant and obtain permission to market one another's listings on their real estate websites by cooperating in an MLS **IDX program**. Once a broker opts into the BAREIS IDX program, their agents are also granted the ability to post MLS listing data on their own websites. IDX listing data is provided by BAREIS in a format that complies with MLS display rules. You may not post or 'Share' individual listings of other members on your social media site without their written permission.

Social Media Pages are not an IDX Website

Facebook and other social media platforms do **not** qualify as an IDX website; therefore, authorization to display MLS listing data on these sites is not granted through participation in the IDX program. BAREIS members can provide access to BAREIS IDX listing data by posting a property search tool or link to their own IDX website. Here is an example of each:



What do you think?

We would like to hear from you. How are BAREIS rules impacting your business? Should the MLS rules make it easier for other agents to post your MLS listing data and images on Facebook or do prefer to keep your listing data off of other agents' social media sites? Should the rules be different for Facebook than for Instagram, Snapchat or other social media sites? Share your thoughts yourMLS@norcalmls.com



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