

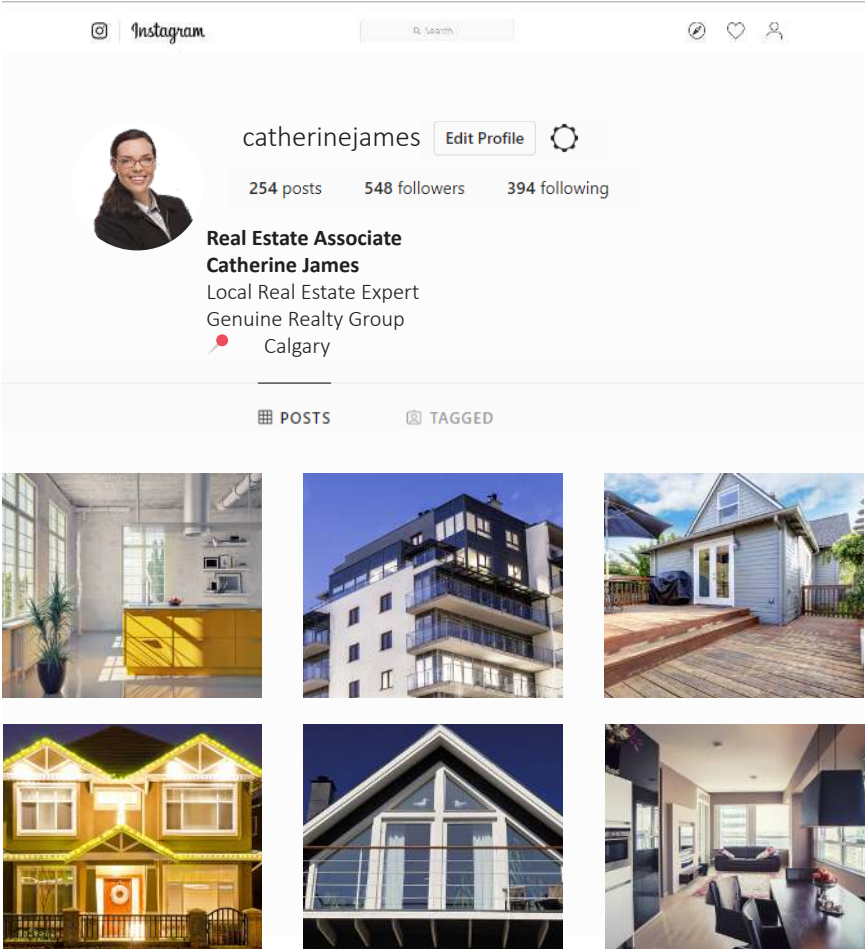
Social Media Advertising

Professional vs. Personal Accounts

Professional

MEETS
REQUIREMENTS

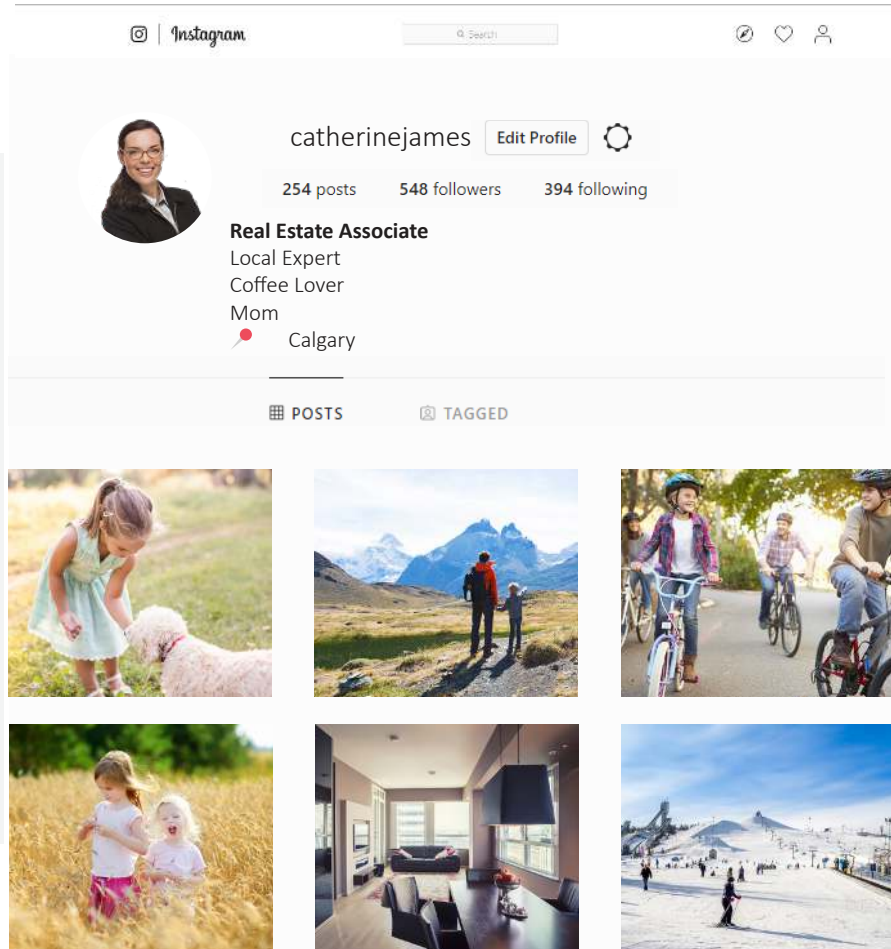
Professional Instagram accounts must include the individual's licensed name and the brokerage name in the bio section.



Personal

DOES NOT MEET
REQUIREMENTS

Personal Instagram accounts do not need to include the individual's licensed name or brokerage name. However, personal accounts can not include any professional posts. If a professional post appears, the account is no longer deemed personal.



Facebook Landing Page

MEETS REQUIREMENTS



The individual’s licensed name and brokerage name is clearly identified and appears in the banner and in the information section.

DOES NOT MEET REQUIREMENTS



The brokerage name is not clearly identified and does not appear in the banner or in the information section.

Twitter Landing Page

MEETS REQUIREMENTS



The individual's licensed name and brokerage name is clearly identified and appears in the banner and in the information section.

DOES NOT MEET REQUIREMENTS



The brokerage name is not clearly identified and does not appear in the banner or in the information section.

Twitter Posts

MEETS REQUIREMENTS

Tweets Tweets & replies Media



Catherine James @yourdreamhomeyyyc 3h
First time home buyers, check out these amazing tips for decorating your new home! #yycre #homebuyer #calgary #design



This post is not considered a call to action that promotes the individual’s business therefore the brokerage name does not need to appear in the post.

MEETS REQUIREMENTS

Tweets Tweets & replies Media



Catherine James @yourdreamhomeyyyc 3h
Just Listed 22 Spring Way Rd SW - Beautiful 2 bdrm, 2bath condo!
Call Catherine 403.555.5555 at Genuine Realty Group
@genuinerealtygroup. #yycre #realtor #justlisted #calgary



This listing post is a call to action that promotes the individual’s business therefore the brokerage name must appear in the post.

Facebook Posts

MEETS REQUIREMENTS



Catherine James Your Local Real Estate Expert

Genuine Realty Group

March 11 at 10:26 AM · 🌐

First time home buyers, check out these amazing tips for decorating your new home!



 3

 Like

 Comment

 Share






Write a comment...

[See All](#)

This post is not considered a call to action that promotes the individual's business therefore the brokerage name does not need to appear in the post

MEETS REQUIREMENTS





Catherine James Your Local Real Estate Expert


Genuine Realty Group


March 11 at 10:26 AM · 🌐


Just Listed 22 Spring Way Rd SW - Beautiful 2bdm, 2bath condo! Call Catherine 403.555.5555 at Genuine Realty Group @genuinerealtygroup.





 3

 Like





 Comment

 Share





Write a comment...

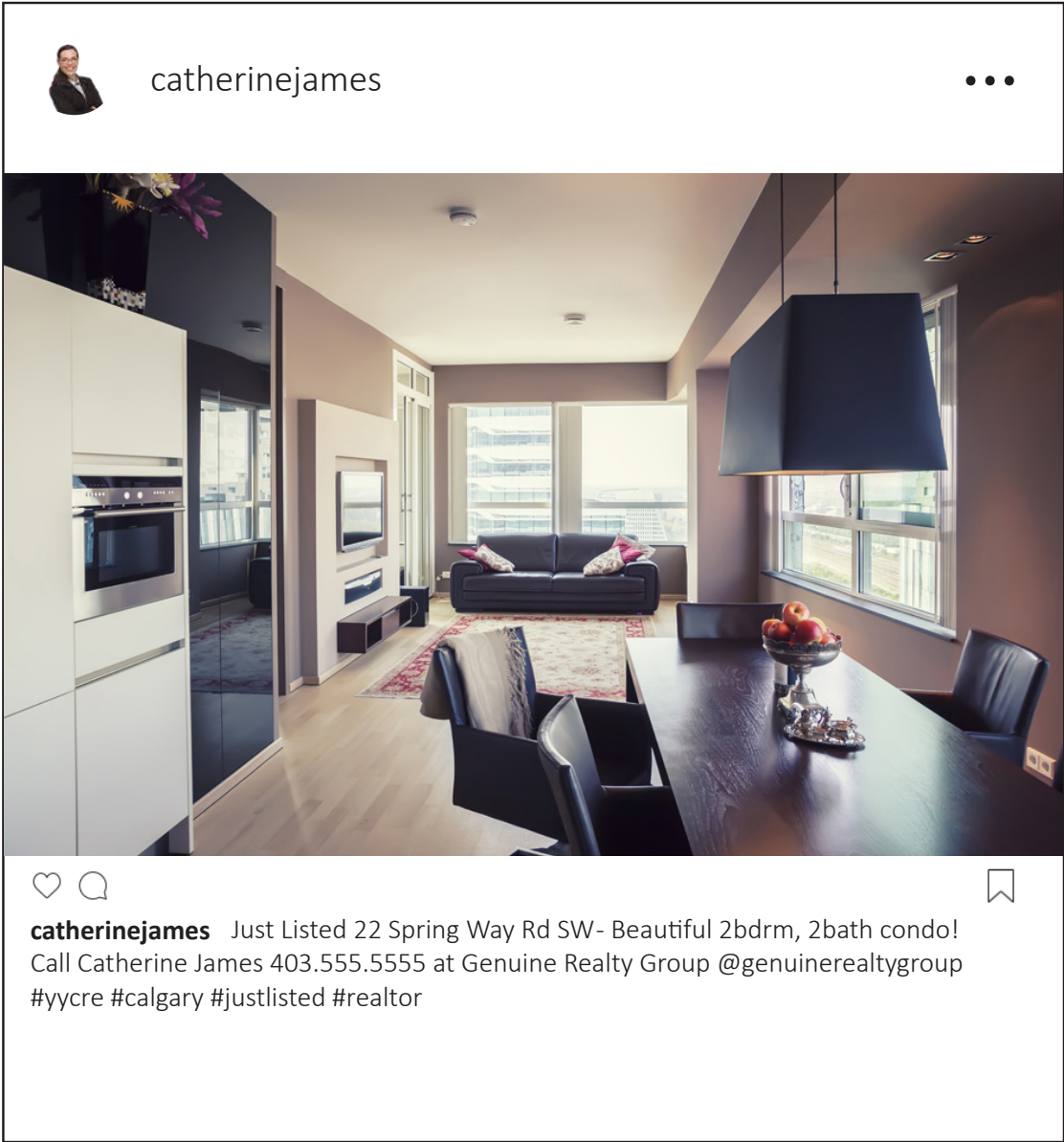
   

[See All](#)

This listing post is a call to action that promotes the individual's business therefore the brokerage name must appear in the post.

Instagram Post

MEETS REQUIREMENTS



On Instagram, the full name of the licenced individual must appear in the post.
The handle name alone does not meet requirements.

MEETS REQUIREMENTS

#1 TOP PRODUCING TEAM IN ALBERTA



SMITH
REAL ESTATE
TEAM
Kelley Smith

GR
genuine realty group

The brokerage name is similar in size and adjacent to the primary identifier. The ad also includes the name of a licensed professional on the team.

DOES NOT MEET REQUIREMENTS

#1 TOP PRODUCING TEAM IN ALBERTA



SMITH
REAL ESTATE
TEAM

GR
genuine realty group

The brokerage name is smaller than the primary identifiers and a licensed professional's name does not appear.