



Welcome
Social Media? Exposure?
Liability?





Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

Basic rules of *social media*

How does Fair Housing *apply?*

FTC guidelines

Quick compliance *tips*

Resources

YOU ARE AN **EQUAL**
OPPORTUNITY LEASING
PROFESSIONAL OFFLINE
AND **ONLINE**

Thought #1

About social media & the basic rules



INTERACTIVE

dialogue





COPYRIGHT & PLAGIARISM



DON'T COPY

images • audio files • video • written copy

Don't share

PROPRIETARY &
CONFIDENTIAL
INFORMATION



Thought #2

How does Fair Housing apply

FAIR HOUSING COMPLIANCE

in social media

We are required to follow all federal, state and local fair housing laws, and this is applicable to social media. Under no circumstances may a team member discriminate against a potential, current or former resident or prospect who is a member of a protected class. Your team members executing social media efforts should take care to consider that all pictures, events, updates, conversations and other information shared via social networks must not show a preference for one protected class over another.

Why?

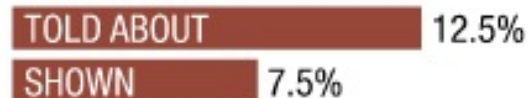
Renting COMPARED TO WHITES

BLACKS



... FEWER UNITS

HISPANICS



... FEWER UNITS

ASIANS



... FEWER UNITS

Buying COMPARED TO WHITES

BLACKS



... FEWER HOMES

Differences favor neither whites nor Hispanics

ASIANS



... FEWER HOMES

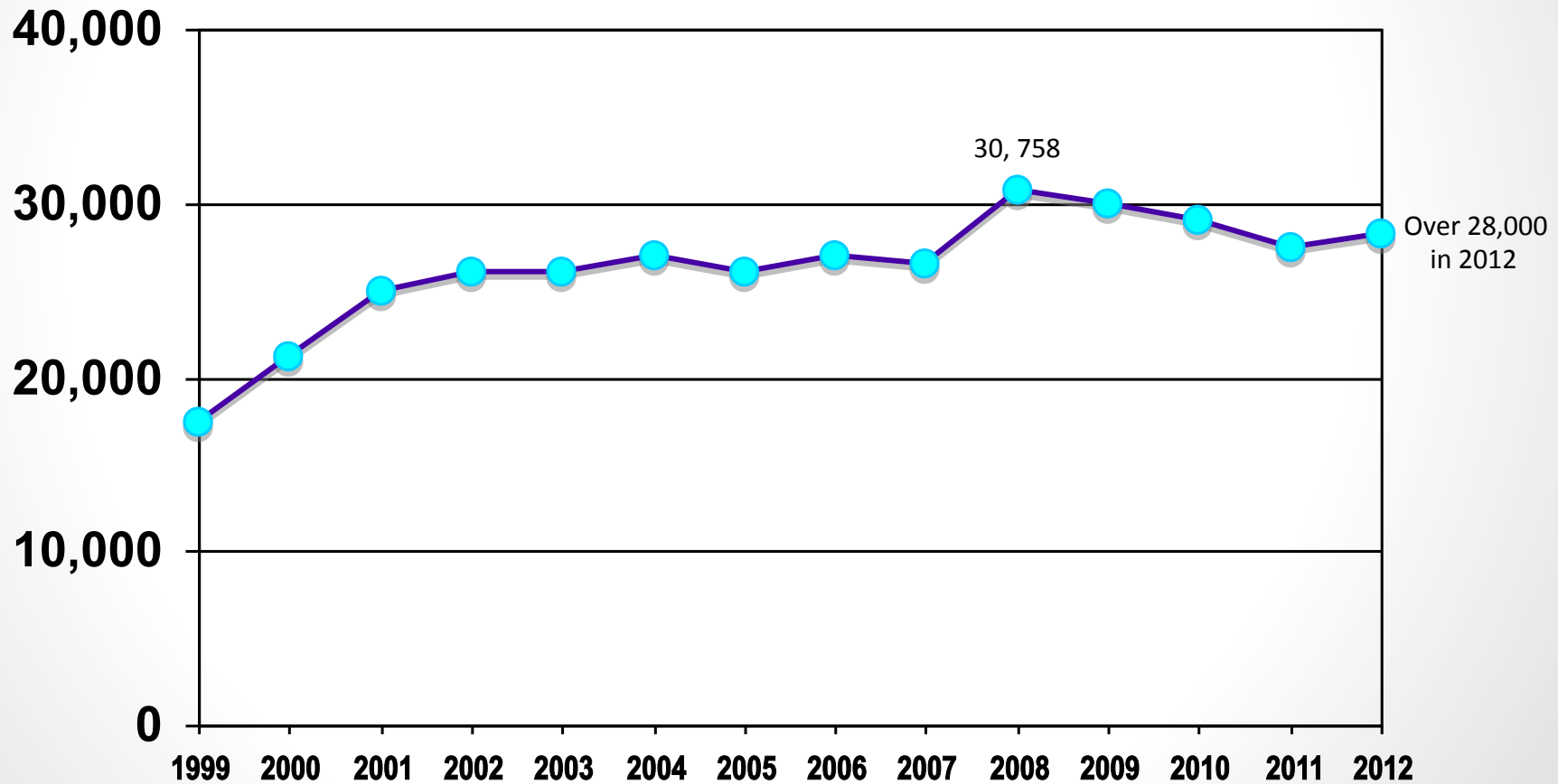
Good news!

HUD COMPLAINTS DECLINE

The number of Fair Housing Act cases filed with the Department of Housing and Urban Development (HUD) has declined from 10,782 in 2008 to 8,522 in 2012



FAIR HOUSING COMPLAINTS FILED ANNUALLY



Who?

WHO SETS THE RULES?

The rules are set by the government on a federal, state, and city level.

What?

WHAT ARE THE FEDERAL PROTECTED CLASSES?

- Race
- Color
- Religion or Creed
- National Origin
- Sex/Gender
- Familial Status
- Handicapped

Wait ...

OTHER POSSIBLE PROTECTED CLASSES

- Age
- Personal Appearance
- Job Style
- Source of Income
- Marital Status
- Sexual Orientation
- Military Personnel
- College Students

When?

WHEN DO THE FAIR HOUSING RULES APPLY?

Fair Housing rules apply all the time, so you must always be aware.

RULES

1. YOU CAN....

2. YOU CAN'T...

3. YOU CAN....

4. YOU CAN'T

Thought #3

What you need to know about
FTC Guidelines

CONSUMER
protection!

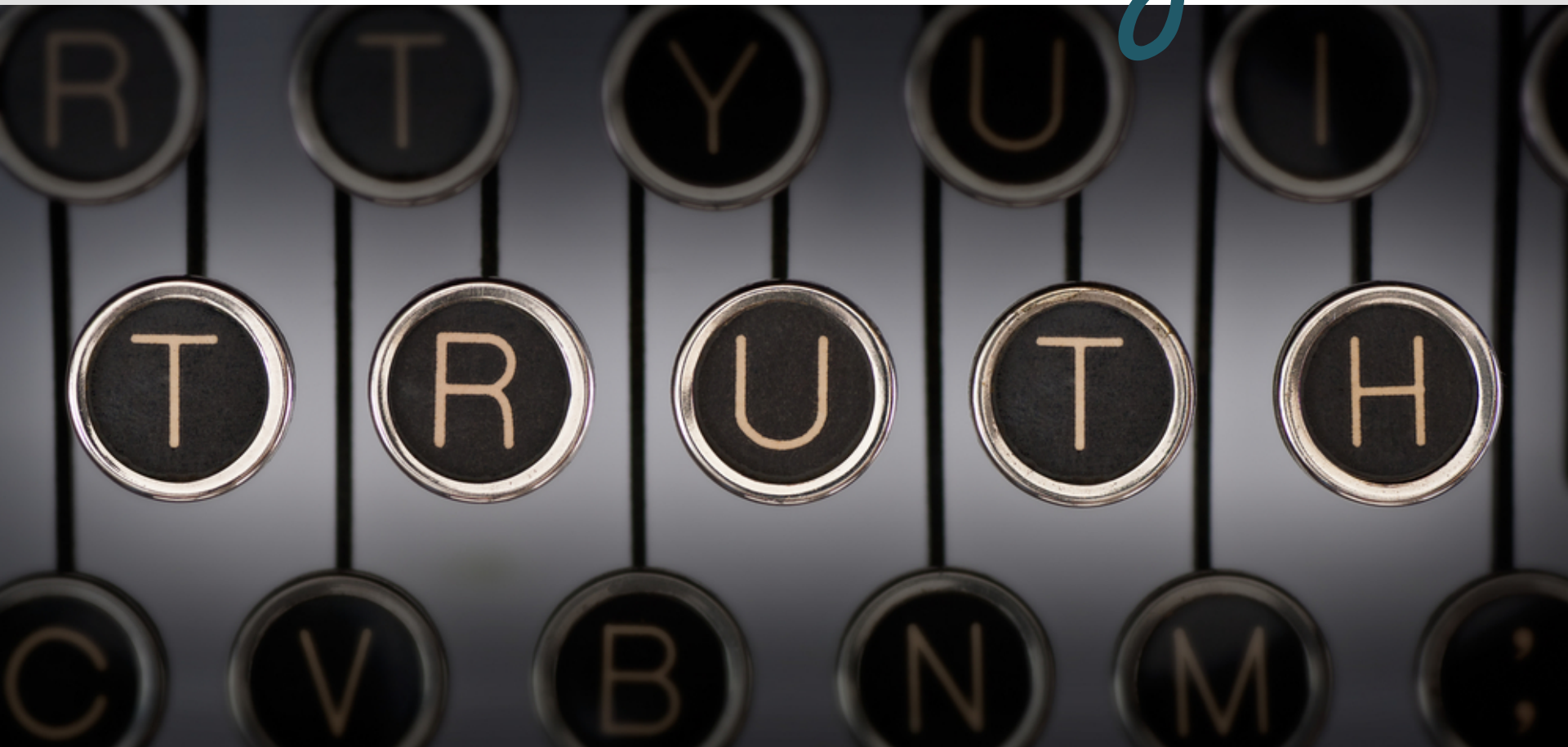
FTC'S ENDORSEMENT GUIDES

highlights

If there's a connection between the endorser and the marketer of that product that would affect how people evaluate the endorsement, it should be disclosed.

It's always been the law that if an ad features an endorser who's a relative or employee of the marketer – or if an endorser has been paid or given something of value to tout the marketer's product – the ad is misleading unless the connection is made clear.

Truth in advertising



DISCLOSURES MUST BE CLEAR & CONSPICUOUS

Holiday parties are coming up soon, but they can be hard to photograph, don't you think? With dim lighting, moving guests and (most likely) a tipsy photographer, it's tricky to get good shots that capture the evening. Well, as part of a **three-part series** sponsored by **Canon**, here's a way to inspire fun photos...

(This post was sponsored by **Canon** as part of a three-part holiday series. Thanks for supporting the sponsors that make Cup of Jo possible. Photos by **Alpha Smoot** for Cup of Jo)



JuliStarz JuliStarz

3h

Ad: Shooting movie beach scene. Had to lose 30lbs in 6 wks. Thanks Fat-away Pills for making it easy. Typical loss: 1lb/wk.

Thought #4

Fake reviews break the rules

**STOP
ASTROTURFING!**

If it sounds too good to be true,
it probably is.

FOCUS:

Create fair and relevant content

Sites with great SERP

Fresh content matters

Remove defamatory content

Be worthy of good reviews!

Thought #4
Quick compliance tips

tips

#1

SOCIAL MEDIA TIPS

Connect fairly

#2

SOCIAL MEDIA TIPS

Social sites are forms of advertising

#3

SOCIAL MEDIA TIPS

Would you put it in print?

#4

SOCIAL MEDIA TIPS

You need diversity

Thought #5
Resources

Stay informed!

www.hud.gov

www.nationalfairhousing.org

[http://www.justice.gov/crt/about/hce/
housing_coverage.php](http://www.justice.gov/crt/about/hce/housing_coverage.php)

TAKEAWAYS

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SERVICES

- Residents Surveys
- Apartment Mystery Shopping
- Ratings and Reviews
- Customer Experience Development
- Training and Coaching
- Social Media Strategy Development

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