

# RECOMMENDATION TO THE EXECUTIVE COMMITTEE

**FROM:**

President D. Patrick Lewis

**RECOMMENDATION:**

To approve the attached Primary Committee Communication/Social Media Guidelines.

**BACKGROUND:**

On May 7, 2019, a Primary Committee Presidential Advisory Group (PAG) convened with its purpose being:

“To review existing Primary Committee Composition Policy; assess the need for additional policies and/or by-laws that define success/behaviors/standards; evaluate the necessity for a more formalized system of primary committees to continually measure programs; and provide recommendations that effectively enhance the role of primary committee chairs.”

One of the recommendations from the PAG was that President Lewis explore the creation of social media guidelines applicable to Primary Committee members.

**BUDGET IMPACT:**

None

**MOTION:**

**TO APPROVE THE ATTACHED PRIMARY COMMITTEE  
COMMUNICATION/SOCIAL MEDIA GUIDELINES.**

**FOR MORE INFORMATION CONTACT:**

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# ARIZONA REALTORS® PRIMARY COMMITTEE

## COMMUNICATION/SOCIAL MEDIA GUIDELINES

The Arizona REALTORS® strives to be transparent and keep the channels of communication open. As a member of a Primary Committee, you are encouraged to share Primary Committee information and activities with your local association executives, local association leadership, and fellow REALTORS® following each meeting.

When communicating Primary Committee information in any way, including social media:

- Do ask the staff liaison or chair whether agendas and/or handouts may be shared or copied.
- Do ensure that all information is accurate and as complete as possible.
- Do share if committee recommendations will require Executive Committee or Board of Directors approval (or both).
- Do **not** use or disclose any confidential information obtained in your capacity as a Primary Committee member.
- Do **not** disclose details of committee debates or disagreements.
- Do **not** state or imply that you are authorized to speak as an official representative of the Arizona REALTORS® or the Primary Committee on which you serve.
- Do **not** make any comments, posts, or share any material that might cause damage to the reputation of the Arizona REALTORS® or its members.
- Do **not** make any statements to the media or post ~~to~~ on a social media page belonging to a member of the media. If contacted by a member of the media, please direct them to the Arizona REALTORS® CEO.

When in doubt, please seek guidance from the staff liaison or Primary Committee Chair.