



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 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.