



Marketing Listings on Social Media

are you doing it right



Best Practices Q&A, DMCA Protection & How to Share Guide

Marketing listings on social media has become common practice for real estate professionals. Use this guide to reference best practices for sharing listings on social media and to help avoid potential copyright infringement or ethics violations.



Did You Know? When taking a new listing, agents are signing the listing contract on behalf of the real estate broker. The broker controls how and where the listing can be marketed and/or posted.

BEST PRACTICES Q&A

Q: Can I share properties listed with my company on my social media pages although I am not the listing agent?

A: YES. As long as your broker has given you permission.

Q: Can an agent post a listing on social media that is not listed with their brokerage?

A: NO. Only listings belonging to the agents brokerage should be posted on their social media pages (with Broker Permission).

Q: Can an agent or brokerage market/post a listing to their social media pages prior to the start term on the listing contract?

A: NO. See State Statue 452.136

- **Advertising without agency agreement prohibited. A firm and any licensees associated with the firm may not advertise a property unless one of the following applies:**
 - (a) The firm is the listing firm for the property.**
 - (b) The firm or a licensee associated with the firm has obtained consent to advertise the property from the listing firm of the property.**

Q: Can I get DMCA protected, how much does it cost?

A: YES. Metro MLS will provide FREE DMCA protection for broker members that participate in Metro MLS IDX RETS service. Please see the 1, 2, 3's of DMCA Protection

Q: Can I post my listings to Social Media from the FlexMLS System?

A: YES! Please follow the instructions attached to this Guide.

THE 1,2,3'S OF

DMCA PROTECTION

METRO MLS WILL PROVIDE FREE DMCA PROTECTION FOR BROKER MEMBERS THAT PARTICIPATE IN METRO MLS IDX RETS SERVICE. SEE HOW TO PROTECT YOURSELF AGAINST COPYRIGHT TROLLS.

DO IT YOURSELF

1

Only use photos you took or have written permission to use. Do NOT steal somebody else's photos. Do NOT post somebody else's pictures or artwork to FB, Instagram, the MLS or any other website.

UNDERSTAND COPYRIGHT CHALLENGES

2

Website liability is exacerbated by a number of different ways photographs go to websites, for example through IDX RETS FEEDS.

APPLY METRO MLS FREE DMCA PROTECTION

3

Even if you only use your own photos, protect yourself from liability if other brokers have photos infringing on copyrights.

POST IT

4

Post the entire "Notice and Procedure for Making Claims of Copyright Infringement" on your website (*usually found w/ other copyrights, disclaimers, privacy notices, etc.*) The notice need to be found on your website to take advantage of the free protection.

PROTECT YOURSELF

5

DMCA provides a liability shield for innocent website owners who have no knowledge or information of copyright infringement & who do not receive a direct financial benefit from the particular photograph.

DMCA ARE YOU PROTECTED?



Check with your broker, Metro MLS will provide FREE DMCA protection for our broker members that participate in the Metro MLS IDX RETS service.



Next, follow the 1,2,3's of DMCA protection.



Social Media Sharing Instructions

Listings can only be shared through FlexMLS by using the Portal Feature. If you have yet to turn your agent portal on, or set yourself up as a contact with the portal enabled, please do so before continuing with the following steps. Once a listing is shared on your Social Media, the listing will display with the Main Photo, and part of the Public Remarks. When clicked on, the full data sheet will be displayed along with the option to view the Map and Additional Photos.

Step 1: Setting Up Your Search

Click on Menu; user the Search section, click Full Search

The screenshot shows a navigation menu with the following items: Menu (with a close icon), Full Search, Tax information, My Sent E-Mails, Contact Mgmt, and Map Search. Below the menu is a search bar with the placeholder text "Search the menu...". Underneath the search bar, there are three columns of options: Dashboard (MLS, Home, Classic), Add/Change (Add, Change, Incomplete), and Search (Full Search, Saved Search, Quick Search, each with a star icon).

Select the Property Type(s) and Statuses you wish to include in your search to share listing from, then click Next.

On the Office/Member tab, enter your name in the Member Search field and click the Browse button. If there are other members with your name, choose your name from the Member List that appears; otherwise, your name will populate in the 'Member used in search' field. Click the Save link at the upper right corner of the screen to save your search

The screenshot shows the search results page with the following details: At the top, it says "Single Family, Multi Family, Vacant Land, Commercial, Condominium, Two-Family" and "Results: 0". There are links for "Update | Clear All | CMA | Save | View Results". Below this is a navigation bar with tabs: Main, Address/School, Dates, Taxes, Other, Office/Member (selected), Map, and Summary. The main content area is divided into four search sections: Office Search, Member Search, Company Search, and Association Search. The Member Search section is active, showing a "Member(s) used in search" list with one entry: "Realtor, Rosie (012345) of Nancy Realtors (nancy) of Wauwatosa". There are "Browse" buttons for each search section and a "View Results" button at the bottom.

At the Save Search screen, give your search a name; if you need to create a Contact for yourself, for 'Contact', select New. If you already have yourself saved as a Contact, select Existing. To enable the Portal, select Yes for 'Create a Portal account for this prospect'.

Save Search

Save Type: New Existing Mark as Favorite

Search Name:

Search Description:

Contact: None New Existing

Display Name:

Contact E-mail (optional):

Create a Portal account for this prospect:
 No Yes

Invite this customer to the portal.

+ Additional Search Options

Step 2: Screen Shots

To Share the Listing(s), select Contacts, then Contact Mgmt from the Menu Tree. Choose your Contact by clicking on it. Then, select the Portal Tab, followed by View Portal as shown below.

Menu Full

Search the

Dashboard

- MLS
- Home
- Classic
- Stats
- ALL GADGETS
- Contacts**
- ★ Contact Mgmt
- Opt-In Status
- Contact Summary
- Multiple Update

Contact Management

Portal

Group: All Contacts

Name	Activity (Last 7 Days)	E-mail	Date Created	Phone	Portal	Last Active	Last Modified
Angela Washington-Marshall	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>	awmmmlm@gmail.com	07/26/2018	414.778.5450	ON	04/11/2019 at 11:17 AM	04/12/2019 at 12:35 AM
Angela Metro MLS	<div style="width: 50%; height: 10px; background-color: #ccc;"></div>	Angela@metromls.com	03/27/2019	4147785450	ON	never	03/27/2019 at 09:58 AM
AWM Proton	<div style="width: 50%; height: 10px; background-color: #ccc;"></div>	awm050501@protonmail.com	03/07/2019		ON	never	03/07/2019 at 04:37 PM
Boss Lady	<div style="width: 50%; height: 10px; background-color: #ccc;"></div>	awm050501@yahoo.com	08/15/2018		ON	03/28/2019 at 07:11 AM	04/05/2019 at 12:35 AM
DNMarshall	<div style="width: 50%; height: 10px; background-color: #ccc;"></div>	dnmarshall@mail.com	02/07/2019		ON	03/05/2019 at 11:15 AM	03/13/2019 at 12:34 AM
maurice marshall	<div style="width: 50%; height: 10px; background-color: #ccc;"></div>	mimmarshall@protonmail.com	03/05/2019		ON	03/05/2019 at 12:01 PM	03/13/2019 at 12:34 AM
Rosie Realtor	<div style="width: 50%; height: 10px; background-color: #ccc;"></div>	rosie@metromls.com	04/12/2019		ON	never	04/12/2019 at 10:31 AM
steve eli	<div style="width: 50%; height: 10px; background-color: #ccc;"></div>	stevee@flexmls.com	09/18/2018		ON	never	09/18/2018 at 02:41 PM
Test Dummy	<div style="width: 50%; height: 10px; background-color: #ccc;"></div>	bhousemlm01@att.net	09/10/2018	4143509412	ON	10/31/2018 at 08:01 AM	11/08/2018 at 12:34 AM

Rosie Realtor

CONTACT DETAILS ACTIVITY SEARCHES/SUBSCRIPTIONS **PORTAL** MESSAGES NOTES LISTING NOTES MORE ▾



Client Portal: ON OFF [View Portal](#)

Your portal url: <http://portal.flexmls.com/awmmetromls>

No listings automatically sent to this contact

Portal Listing Collections

Saved	0	Clear
Recommended	0	Clear
Hidden	0	Clear
Hidden by Agent	0	Clear

Portal Activity

Last Active

Send a message to me when Rosie Realtor logs into the portal on a computer

Most Recent Unsaved Search

No unsaved searches

Portal Account

[Invite to Portal](#)

[Change Settings...](#)

Viewed Listings are now on the [Activity Tab](#)

[EDIT CONTACT](#)

[REMOVE](#)

[DEACTIVATE](#)

[TRANSFER](#)

[CLOSE](#)

If you currently only have one listing, simply click the Share button at the upper right corner of the FlexMLS window; and choose your share option. If you have more than one listing, select the listing to share by checking its box in the thumbnail area and then click the Share button.

My Listings to Share

Share Save Print Help

Facebook E-Mail Twitter Permalink

Address: 123 Main St Eagle River, Wisconsin 54521 Taxed by: Eagle River

Property Type: Single-Family
Status: Active
County: Vilas

List Price: \$150,000
Start Showing Date: 04/10/2019
Bedrooms: 3
Est. Acreage: 1

Rooms: 6
Est. Total Sq. Ft.: 1,000

Total F/H Baths: 0 / 1
F/H Baths Main: 0 / 1
F/H Baths Upper:
F/H Baths Lower:

Angela Washington-Marshall, The Metro MLS Support Staff, GREEN, e-PRO Metro MLS Staff

Searches
My Listings to S...

Listings
Saved
Hidden
Recommended
Hidden by Agent

Recent Change: New Listing

FOLLOW US:



414.778.5400
11430 W. North Ave. Milwaukee, WI 53226
MetroMLS.com / WIHomes.com