

Social media guidelines for IREM[®] Board of Directors

As of March 15, 2021

Introduction

These guidelines provide direction for use of social media specifically for the IREM Board of Directors for their personal and professional social media channels. As IREM leaders, your actions on social media reflect on the organization. Most people won't differentiate between what is personal versus what is IREM-related – as such, there will be a higher level of scrutiny. Your social media behavior should reflect your behavior as a member of the Board of Directors. Remember that once something is posted on the internet, it's nearly impossible to completely delete – so let these guidelines steer your actions regarding what to share.

The Board of Directors are considered brand ambassadors for the organization and are responsible for upholding and protecting the reputation of the organization in their online behavior – including promotion of IREM's value proposition, thought leadership, products, and other IREM news in accordance with the IREM brand and IREM Code of Professional Ethics.

Social media guidelines

1. **Be authentic.** Authenticity is king. Your friends, family, colleagues, and fellow IREM members know you and your personality should shine through in your social media.
2. **Be ethical.** We insist on uncompromising adherence to ethical standards. Always be professional and ethical on social media, using the IREM Code of Professional Ethics as your guide. Avoid making statements or posting photographs that could reasonably harm the Institute.
3. **Be transparent.** When posting about IREM programs, services, or products, be clear that you're involved with the organization. While many may be familiar with your ties to IREM, you may have followers unfamiliar with the organization, and it's important to disclose your relationship and involvement when promoting IREM. You could do this by adding a disclaimer to your profiles indicating that you're a member of the IREM Board of Directors. Note that using a disclaimer doesn't excuse you from following these guidelines.
4. **Be kind.** There's no room for bigotry, hate, misogyny, or prejudice towards individuals or businesses. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, harassing, libelous, or that can create a hostile environment.
5. **Be smart.** Serving on the Board of Directors gives you access to confidential information about upcoming IREM programs, operations, financial performance, member data, and more, which should never be shared on social media. To ensure that you're not sharing any false or misinformation about any products or services, we encourage you to share posts from IREM HQ's official channels and add your commentary on top.

- a. Be particularly careful when posting about IREM's positions on legislative issues. Avoid making statements contrary to our published positions on regulatory matters.
- b. Respect third-party intellectual property, and always use IREM's trademarks in accordance with IREM's designations, certifications, or products.
- c. When in doubt, hold on posting and contact the IREM President or CEO/Executive Vice President prior to sharing.

Conclusion

Being an IREM leader and brand ambassador gives you the opportunity to leverage your influence to promote IREM, yourself, and your business/career. Our goal in providing these guidelines is to give you the tools to promote IREM and everything you contribute to the organization in a way that benefits our members and yourself.

IREM leaders who don't follow these guidelines or who otherwise act inappropriately when engaging in social media, may be contacted by the IREM President or CEO/Executive Vice President to resolve the situation, which may include withdrawing, correcting, or revising the communication at issue.