

Weichert Realtors | Cornerstone: Office Social Media Policy

Policy Overview: At Weichert Realtors | Cornerstone, we prioritize a unified and professional presence across all social media platforms. Therefore, we maintain **one official business page** to represent the company. This policy outlines the guidelines for office-specific social media use, including the management of Facebook pages and groups.

Policy Guidelines:

1. Single Company Page:

- Weichert Realtors | Cornerstone operates **one business page** on Facebook and other major social media platforms. This page represents the entire company, including all offices, to ensure consistent branding, messaging, and management.

2. Office Social Media Use:

- **Private Groups for Teams:** Individual offices are permitted to create **private groups** on Facebook for internal team communication and collaboration. These groups are intended to support team discussions and are not to be used for public-facing posts or marketing purposes.
 - **Administrative Oversight:** For any private groups created, at least one member of the Weichert Cornerstone executive team must be made an **admin** of the group. This ensures oversight and continuity if changes in group membership occur.
- **No Individual Office Facebook Pages:** Individual offices are **not permitted** to create their own public Facebook pages. This ensures that the company maintains control over all branded content and social media accounts.

Reasons for the Policy:

- **Staffing Limitations:** Offices typically do not have dedicated staff to manage social media pages. Maintaining a business page requires consistent posting, monitoring, and engagement. Without the proper resources, pages may become inactive, reflecting poorly on the company's reputation.
- **Perception of Inactivity:** An inactive or sparsely populated Facebook page gives the impression that the office is not engaged in business activities. This could negatively impact the overall brand and client perceptions.

- **Account Ownership Risks:** If individual offices create Facebook pages and the account administrator (e.g., office manager or agent) leaves the company, Weichert Realtors | Cornerstone risks losing control over the page. Without access, we cannot properly manage or deactivate the page, leading to potential misuse or brand misrepresentation.

Conclusion: For consistency, brand integrity, and operational efficiency, Weichert Realtors | Cornerstone maintains one official social media presence for public-facing communications. Offices are encouraged to collaborate with the main company page for content sharing and marketing efforts. Private groups may be used for internal team collaboration, but no additional public Facebook pages are allowed.