

NYRAC

NEW YORK RESIDENTIAL AGENT CONTINUUM

SOCIAL MEDIA 2019

SOCIAL MEDIA GUIDELINES

Social Media is a powerful tool that we encourage you to utilize in an effort to represent the collective voice of **NYRAC**. It is an effective way to share our goals, purpose, and vision, while also representing your own elevated standard of business.

The **NYRAC** image has been meticulously designed to bring attention to its fine details while representing the elegance, seriousness and professionalism of an experienced group of New York residential real estate agents/brokers.

Our brand is important to us - posts should convey the spirit of New York City in a way that feels fresh and modern.

Please be mindful of the following guidelines when posting to Instagram, Facebook, or Twitter:

1. Avoid use of profanity, shaming, nudity, any form of discrimination, etc.
2. Avoid use of self-promotion, bragging, elitism, etc.
For example - "I am the best agent in NYC because I was invited to join **NYRAC**."
3. Avoid making assumptions - if you aren't sure of something, ask!
4. All messaging shall be inclusive and for the greater good of the organization.
5. Please remember to tag sponsors and event locations whenever possible.

@firstrepublic @romerdebbas @cpllawfirm

@sciame_construction @dylanpichulik @img_nyc

6. Give photo credit to the photographer when possible.
7. Tag us in your posts and stay in touch! @newyork_rac
8. Use approved content for **NYRAC** sponsored initiatives.
9. Use your best judgment for all other content and keep it simple.

We ask that if you have any questions regarding the appropriate nature of your individual posts, please kindly email **Dana Power** or **Emily Beare** (marketing@ny-rac.com). We will guide you in the right direction towards an empowering and strategic social media presence.

On Instagram: @danapower & @emilybeare.

NYRAC Approved Hashtags/Tags:

#KeepDataClean #KnowledgelsPower #ConsumerFirst #BestPractices #GreaterGood
#BetterListingsBetterService #Leadership #integrity #Connect #Share #Learn #NYRAC
#NewYorkRealEstate #NewYorkResidential #RealEstateEthics #forAgentsbyAgents #iPledge
#MyPromise #iCommit #MyCommitment #CleanData #PositiveChange #Transparency

NYRAC Executive Committee on Instagram:

@heathermcd_domi

@cathy.taub

@theleonardsteinbergteam

@jeremyvailstein

@thehaberteam

SOCIAL MEDIA OPPORTUNITIES

We are excited to share our “Social Media Opportunities” Initiative!

As members of **NYRAC**,

you will have the opportunity to showcase your ACTIVE and RECENTLY CLOSED listings across our social media platforms including Instagram, Facebook, and **ny-rac.com**

HOW IT WORKS:

- Once per week, we will feature a curated “Spotlight” with up to 10 listings per post.
- Bi-monthly, we will feature a “Closing Spotlight” with up to 10 listings per post.

Please submit your listings to marketing@ny-rac.com and include:

- a hero shot
- address - \$price | _BR | _BA | interior sqft/ exterior sqft | co-op/condo/townhouse
- a company link to your listing
- IG handle
- follow us on Instagram ([@newyork_rac](https://www.instagram.com/newyork_rac)) so we can tag you!

Periodically, **NYRAC** content will be provided for your discretionary use.

Click to add NYRAC Media Collections to your Google Drive

Through this initiative, your listings will gain additional exposure and your Instagram accounts will increase in followers. We encourage all **NYRAC** members to follow and support each other on social media. Additionally, please refer to our social media guidelines as recommendations for best practices.

Pro Tip: You can tag up to twenty accounts! Create a tag bank and watch your followers grow.
[@brownstoner](#) [@luxemagazine](#) [@curbedny](#) [@nymag](#) [@nytimes](#) [@cnn](#) [@timeoutnewyork](#) [@forbes](#)
[@newyorkermag](#) [@trdny](#) [@nyyimby](#) [@wallstreetjournal](#) [@observer](#) [@dailynews](#) [@inmannews](#)
[@rebny](#) [@apartmentsofny](#) [@rebny](#) [@luxuryhomes](#) [@nardotrealtor](#) [@condenast](#) [@archdigest](#)

We hope this initiative increases your ability to sell a listing. If something positive comes as a result, we encourage you to share your experience with us.

Thank you for your support and participation.