



Solutions for Staying Safe with Social Media

Savvy real estate professionals like yourself frequently update your presence on Facebook, Twitter and LinkedIn. However, because of the nature of your work, you are likely to have “friends,” followers and connections whom you don’t know.

Follow these basic steps to avoid exposing yourself or your data to risk through social media tools:

- **Keep Business Separate**

One way that you can make sure you’re not revealing too much personal information is simple: set up a business account on each platform. Sure, anyone can figure out that Sally Jones, REALTOR®, is the same person as Sally Jones – but Sally will only accept requests to connect to strangers on the business account, whether Facebook or Twitter. Her personal account stays private (especially once she familiarizes herself with privacy settings), protecting her family photos, links to her kids’ pages and personal posts from people she doesn’t know.

- **Tag ... You’re It**

When a friend posts your photo, you may be “tagged” against your will. If you don’t want clients or others to find a reference like this – such as a less-than-flattering photo taken at a late night party – you can remove the tag and/or ask the person who posted it to do so. And be sure to follow up and ask friends to check first before tagging.

- **Don’t Give Away Passwords**

Consider this: One way that hackers manage to crack personal passwords is by searching Facebook for easy answers. They know they may find answers to common security questions such as “What High School did you attend?” and “What are the names of your children?” so keep information about family members, household details and past events to a minimum to prevent this.

- **Guard Against Identity Theft**

These days anyone can find all kinds of personal information about anyone else. That doesn’t mean you have to make it easy! For example, if you want to post your birthday, don’t include the year... and delete any public comments that indicate your exact age.

- **Tweets are Forever**

Social media usage has an impact on your safety, as well as your reputation. Carefully consider each item you share, and be aware that old posts, even if they’ve been deleted, may have been copied or saved.

As a savvy real estate professional, you can maximize the business-building potential of social media while minimizing the unique risks it poses. Just follow these basic steps to help safeguard yourself, your data and your reputation.