



COMMUNICATIONS GUIDE

Press & Social Tips

bit.ly/DMAR-Comm-Guide



SPEAKING WITH THE MEDIA

THREE DO'S

- ✓ **Stay Positive & Solution-Focused.**
Frame your responses in a way that highlights solutions, expertise and market insights.
- ✓ **Bridge Back to Your Key Message.**
Answer questions but redirect to your core points using phrases like, "What's most important is..."
- ✓ **Assume Everything is On the Record.**
Speak thoughtfully, knowing that your words may be quoted.

THREE DON'TS

- ✗ **Don't Speculate.**
Stick to what you know and avoid guessing.
- ✗ **Don't Say "No Comment."**
If you can't answer, explain why or offer to follow up with accurate information.
- ✗ **Don't Use Jargon.**
Speak in clear, relatable terms to ensure your message resonates.



SPEAKING WITH THE MEDIA

BEST PRACTICES FOR...

TV Interviews:

- Dress professionally and avoid distracting patterns or colors.
- Maintain good posture and make eye contact with the interviewer, not the camera.
- Keep responses concise and avoid rambling.

Radio Interviews:

- Speak clearly and at a steady pace.
- Use voice inflection to emphasize key points and maintain listener interest.
- Avoid filler words like “um” and “uh.”

Print Interviews:

- Take your time to craft thoughtful responses.
- Stick to key messages, knowing that quotes may be taken out of context.
- Ask if you can clarify or fact-check before publication.

BEST PRACTICES FOR SOCIAL MEDIA

Remember, social media is the “Wild West” of communication. Everything you post is public, permanent and a reflection of you as a Realtor®. Even in personal settings, you are always representing the Realtor® brand.

SOCIAL MEDIA DO'S

- ✓ **Maintain Professionalism.**
What you post, like or share reflects your business and reputation.
- ✓ **Follow the Code of Ethics.**
Always communicate truthfully, respectfully, and in line with NAR guidelines.
- ✓ **Provide Value.**
Share market insights, helpful tips and community updates that position you as a trusted expert.
- ✓ **Engage Thoughtfully.**
Respond professionally to comments and messages, even if they are negative.
- ✓ **Know Your Audience.**
Tailor content to inform and engage your clients, peers and local community.

SOCIAL MEDIA DON'TS

- ✗ **Don't Get Political or Controversial.**
Avoid divisive topics that may alienate clients and colleagues.
- ✗ **Don't Engage in Online Arguments.**
If faced with negativity, take the high road and respond professionally or not at all.
- ✗ **Don't Spread Misinformation.**
Fact-check before sharing news or market data.
- ✗ **Don't Forget: The Internet is Forever.**
Think before you post. Screenshots last a lifetime.