



## Media Training Tips + Best Practices for Social Media

Presented by the Denver Metro Association of Realtors® (DMAR)

*Speaking with the media and using social media are great opportunities to showcase your expertise and reinforce key real estate messages. However, both require careful navigation to maintain professionalism and uphold the Realtor® brand. Here are essential do's and don'ts to help you represent yourself, your business and DMAR effectively.*

### SPEAKING WITH THE MEDIA

Before agreeing to an interview or speaking on behalf of DMAR, always contact DMAR first at [communications@dmarealtors.com](mailto:communications@dmarealtors.com).

#### 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.

#### Handling Tough Questions:

- **Acknowledge and Redirect.** Recognize the question, then pivot to your key message.
- **Reframe Negatives.** Focus on solutions, not problems.
- **Support Your Statements.** Use data and examples to reinforce credibility.

#### Interacting with a Reporter:

- Understand the reporter's role and audience.
- Maintain a professional, positive tone.
- Clarify questions if needed before answering.
- Use bridging statements to guide the conversation.
- If unsure, say you'll follow up with accurate information.
- Try to end on a key takeaway that reinforces your message.

## Best Practices for TV, Radio and Print Interviews

### 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.

For more guidance or to schedule media training, contact DMAR at [communications@dmarealtors.com](mailto:communications@dmarealtors.com).

## 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.

*By following these guidelines, you can effectively leverage media and social media while upholding the Realtor® brand and protecting your professional reputation.*