

## **Hot Button Legal Issues Addressed (Strategies To Avoid Liability)**

- Defamation triggers
- Libel by implication (i.e. memes)
- Third party defamation on your website or posts
- Retweeting libelous comments
- Venting about another agent on your personal accounts
- Triggers for copyright infringement
- Reusing someone else's license to a purchased stock photo
- Defining unprotected First Amendment speech
- Hidden liabilities in your terms of service
- Regramming without attribution (Instagram)
- How to write separate disclosures for multiple hashtags, links or tags
- Authorization from clients to post photos
- Invasion of privacy issues you wouldn't think about
- Retweeting another agent's listing
- Avoiding new laws on testimonial Liability
- Violating Article 12 on personal Facebook profiles
- Revealing confidential financial information on personal sites regarding commissions
- The liability of using filters to send listings
- Avoiding liability using Facebook real estate ads
- Crafting Social Media posts that don't make certain groups unwelcome
- The liability of real estate agents who specialize in housing for seasons of life buyers
- Avoiding Social Media posts that reflect a collaborative effort to destroy another agent (anti-trust)
- False advertising on social media
- Hidden liabilities in photoshopping a listing picture (Code of Ethics: True Picture)
- Legal strategies to prevent misrepresentation of a material feature of the property
- Misrepresentation to clients that you are legally competent on social media
- Controlling the liability of virtual staging apps
- Making sure you don't forget or intentionally omit your brokerage name on social media posts
- Generate ads without targeting race, religion, familial status, color, handicap, sex, national origin
- Avoiding claims of disclose a property defect in your listing videos, photos, or virtual tours
- Defeating claims of client misrepresentation on efficacy of social media success in selling properties
- Breach of Duty
- Failing to keep your client's data safe
- Negligence
- Hidden blogging liabilities nobody told you about
- Avoiding the appearance of giving legal advice in posts, tweets, or blogs
- Why 99% of social media policies fail in court
- Running a sweepstakes or contest without liability