**What You Should Never Post on Social Media**

The Safety Series

Season 1, Episode 6

**Tracey Hawkins:** ([00:00](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=0.135))
Every real estate professional wants to project an image of success on social media, but what you reveal about yourself can give bad actors the wrong impression.

**Jeremias Maneiro:** ([00:08](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=8.485))
I think I don't want to ever get business for that kind of a reason. I want people to respect what I do and see me as a professional.

**Tracey Hawkins:** ([00:14](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=14.355))
When you give people an insight, look into your business, your transactions, and your clients, you're putting information out there into the world that you may later regret.

**Carrie Little:** ([00:23](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=23.565))
I don't want to get the direct messages or give out the wrong message to someone that thinks I'm trying to encourage them to reach out to me.

**Tracey Hawkins:** ([00:34](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=34.025))
I'm Tracey Hawkins, and while social media is a powerful marketing tool that can help you expand your reach, you must use it safely. That means being careful not to overshare and give away details that can make you and potentially your clients a target for criminals. I'm here with two real estate pros who are social media superstars. Let's find out how they do it safely. Carrie Little is the broker owner and managing broker of CarMark Realty Group in Warrenville, Illinois. She specializes in digital marketing and technology. She is also an instructor trainer and keynote speaker. Hi Carrie.

**Carrie Little:** ([01:10](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=70.885))
Hi Tracey. How are you?

**Tracey Hawkins:** ([01:12](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=72.365))
I am well. Thank you so much for being here today. And next up is Jeremiah “JMan” Mneiro. He's an associate broker at Re Max Realty Group in Rochester, New York. He's a national real estate trainer and he's also an event MC. He owns JMan Seminars. Welcome JMan.

**Jeremias Maneiro:** ([01:30](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=90.165))
Thanks for having me. Tracey.

**Tracey Hawkins:** ([01:31](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=91.425))
Carrie, you live your life on social media and I'm right there with you. I like that you bring your husband in, and he seems like he's kind of reluctant, but he's there with you. And you talk about business. I've seen you guys stuff envelopes. I've seen you do your exercise. I sat with you on the front porch while you waited for an appliance delivery and that's also how I knew that you had a twin sister because you guys do fun stuff. My twin sister and I are boring compared to you two. Let's talk about what you choose not to share because I cannot imagine that everything is fair game. So JMan, what are some lines that you will not cross? What will we never see on social media?

**Jeremias Maneiro:** ([02:12](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=132.645))
A couple things. We go on vacation often, probably two or three times a year besides little weekend trips and that you'll never see me posting live while I'm on vacation or live from a beach or anything like that because that's a private time with my family and for security and safety reasons, you know? But also, I think you'll never see me in a swimming pool with my shirt off. You'll never see me inappropriately dressed because I feel like we never take off our hat at being a professional. I think I don't want to ever get business for that kind of a reason. I want people to respect what I do and see me as a professional, not as somebody that they thought was nice to look at.

**Tracey Hawkins:** ([02:51](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=171.185))
Ah, look at you . Okay. And I love hearing that from a male agent that you are worried about making sure that your appearance is appropriate. I'm so happy you said that because so often we think that it's a female agent problem, it's a safety problem and what is she wearing? Why is she wearing that? So, for you to say that you are aware of that is an excellent point and is something for all agents to hear. Carrie, what are your lines? What will you not ever show on your live streams or on your social media and something that you would advise agents to reconsider sharing with the world?

**Carrie Little:** ([03:26](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=206.025))
So I will never share my kids, although they're all over the age of 21, and we do have grandkids, without either their parents knowing or me asking. So even when it comes to the youngest, I will say, okay, Jonathan, do you want to be on video? I have a question. And he'll say, Nope, don't put me on video, but I'll answer your question. So, for me, I will definitely draw the line with my kids and making sure I always ask permission. But I'll tell you the youngest, he has over 350,000 followers on TikTok. So, I really like to bring him in because it proves that the next generation is really using social media. The second one is, I don't talk politics. I don't talk my opinion outside of real estate politics is a no. Because even if you have a very strong opinion, someone else might have a different opinion.

**Carrie Little:** ([04:21](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=261.675))
And I just like to keep everything neutral so I don't play in the politics sandbox. Here's the truth, when it comes to presenting ourselves well on social media, I always like to be a professional, but I am probably good with a good pair of jeans, a t-shirt and a blazer. But there is something true about showcasing yourself as a professional even if you're casual, because I don't want to get the direct messages or give out the wrong message to someone that thinks I'm trying to encourage them to reach out to me for different reasons other than maybe to educate their agents, maybe to obtain a client or maybe just because we're entertaining, I would rather you show up because I'm a professional and maybe we're fun.

**Tracey Hawkins:** ([05:06](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=306.964))
Exactly. And let's talk a little bit about pictures on social media, especially when it comes to kids. I see a lot of agents, they include their families and if they're comfortable with it, no problem. But what they don't understand is that anyone can find out the location of where that picture is taken. So, if you have a picture of your kid, they don't realize that there is a geotag that's embedded in that picture and anyone can go on and find out exactly where that child lives, where that picture is taken. So that's something that I tell agents, be very careful. If you are going live and you're saying, Hey, I'm right here, come and see me. Not only are you telling people where you are, you're telling them where you're not. So, they know they're on vacation on the beach. That means their house may very well be empty.

**Tracey Hawkins:** ([05:53](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=353.995))
You're setting yourself up to be burglarized. So be careful when telling and sharing your location. I want to share a quick story. Marki Lemons Ryhal. She is the host of our sister podcast, the Drive With NAR, The REALTOR® to REALTOR® series. She lives on social media. Everyone knows that. She talked about one time where she went out to eat, she checked in on social media like she always did, and then all of a sudden, she was joined at the table by a stranger and she looked up and said, who are you? He said, oh, I saw on social media that you're going to be here, so I decided to join you. So based on that, she stopped sharing her location in real time. What I want people to remember is that there's no such thing as privacy on any social media. How many times have we seen a screenshot of a now deleted post? So, keep in mind, no matter what your privacy settings is no such thing as privacy.

**Carrie Little:** ([06:44](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=404.075))
I'll give you the story of everything you say can and will be used to negotiate. So, I had the privilege of educating real estate agents pre pandemic, and this was in West Virginia where there aren't as many real estate agents as there are maybe in Illinois or Florida or California, New York. Or even Michigan. And after I finished training on digital marketing, and this is agents don't like to tell you things in class, I had a real estate agent come up to me and say, Carrie, it's so interesting that you said social media is not private and I am all for educating your clients. Don't post on social media when you're going to buy a home because people might see it. And in this scenario, the real estate agent that came to talk to me had the listing and this agent just happened to be connected to a lot of people in the area because they didn't have many real estate agents. This agent said, Carrie, someone I knew posted and said, I just wrote an offer on this property, I hope I get it. And it was this agent's listing and I'm like, oh, I'm not even going to tell you what the answer is, but I'll let all of you think about it. Do you think that this buyer paid more than asking price? Because everything you say can and will be used to negotiate.

**Tracey Hawkins:** ([08:15](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=495.965))
Excellent point. And that's also true when agents have clients who are of course on social media. I say at that listing appointment, you must have a conversation with them. Not only them, but any teenagers or anyone in the family using social media, don't tell all of your business. If you're using it to brag and you're showing your expensive athletic shoe collection or your designer handbags or your jewelry and then you're posting it on Facebook and your house is on the market, that could be a problem. Also, to your point about negotiating, you need to understand that if you're on Facebook saying, you know, we have to move because my husband has a health issue and we need to get somewhere where the climate is better. So, we really must move, you've lost your edge to negotiate. So, every listing appointment, you must have a conversation about how that client uses social media and how it could impact them when it's time to sell their household.

**Tracey Hawkins:** ([09:10](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=550.804))
Thank you so much for bringing that up. So, let's talk about the clients. Let's talk about when you post a listing, how do you determine what you say about the listing and what you say about the client? Now, JMan, I remember you saying something bragging about, you know, I just sold a certain dollar amount. Does that help an agent grow their business? Is there any value to that or what should agents be saying about clients and listings on social media that doesn't violate that privacy or that safety issue, but still allows you to do your job?

**Jeremias Maneiro:** ([09:44](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=584.205))
There's a lot there. So let me start with, I think, respecting your client's privacy, depending on, on the price point and the location, you know, you stage it to do the marketing. So if I'm going to do video at the house, if I'm going to do like a Matterport tour, I'm going to make sure that any artwork, any valuables, any watches, anything is not going to be a part of that. Because nowadays people can virtually case a home, right? Years ago, they'd have to like get into an open house and maybe take a look at it. Now they could spend all the time they want and plan they’re in and they're out. So be sure you do that. I'm always going to talk positively about the property. I'm going to get permission from the seller and how I market it. But for me, 've never been that kind of agent that says, you know, oh yeah, just sold another one.

**Jeremias Maneiro:** ([10:27](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=627.645))
Check it out, $1.5 mil. You know, like I'm always thinking like if I'm the consumer, the consumer is watching that and going, what's in it for me? Why do I care? And I think it's more important, every client that we work with, there's a story to tell. So, let's share the story of how we help them find a home when there was no inventory or they thought there was no inventory or you know, the, that first time home buyer that walked into my office thought he could never buy a home because his credit was bad. Or the single mom that closed on our first home who used to sleep in our car with her two kids. You know, those stories. That's how we impact lives. And I think that's far better communicates more effectively what we do because we change lives with every transaction more so than I won an award. Aren't you impressed?

**Tracey Hawkins:** ([11:15](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=675.145))
So you're saying that the message that you put out there is important as well. Do you have a conversation with your clients about whether or not you can talk about their listing on social media or talk about them and their situation?

**Jeremias Maneiro:** ([11:27](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=687.475))
Yeah, always. You know, everything is permission based. We have a duty to obey this one of our fiduciaries, right? I always have a comment like, here's my thought on how we will market this property. You know, I explain that to them because we have a whole marketing strategy that we plan out when we get the listing. That's with approval from the seller, of course.

**Tracey Hawkins:** ([11:46](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=706.785))
And Carrie, what about you? What's the conversation that you have with your sellers or your buyers when you want to share their stories on social media?

**Carrie Little:** ([11:54](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=714.075))
Well, it's a part of our process and you know, we are all coming up with better ways to provide value. So, when we sit down and even when we educate the real estate agents in our office, it is actually a part of the checklist. Have the talk, the social media talk, talk to your clients about what do they really want to see on social media? Do they want you to market their home on social media? We follow the rules for internet data exchange, meaning we show them what happens when their property gets placed on the market. As a seller, this is where it will feed. How do you want this to appear? Do you want people to have the ability to comment? Do you want the consumer to see automated value models? What do you really want? And then if we were to switch it to a buyer, we ask them just like you, Tracey, take a second and think about everything you've done in the past.

**Carrie Little:** ([12:49](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=769.325))
Everything you've talked about when it comes to buying. You know, maybe you said, Hey, I need to buy a home because I just had twins. And so we can see, because we can go look that person up. And when I have a conversation with the buyer and when I have a conversation with the seller, assume that when you write an offer, they're researching, they're trying to figure out do you have true motivation to buy? Because they're going to use it in negotiation. And so, I might even say, how public are you on social media? And let's have a conversation.

**Tracey Hawkins:** ([13:20](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=800.915))
Love it. And I think that should be a part of every conversation, whether or not agents are on social media, your client probably is. So, they need to have that conversation. Okay, here's a question for both of you. You both livestream and I know I can catch JMan live, I think every Friday morning, Carrie, I feel like when I'm on Instagram, you're live all the time. So, you both believe in livestream, the value of livestream. What is your advice to agents out there who feel like they need to livestream but they don't quite know how to do it, they don't understand the value of it? And how do you keep yourself safe when you're saying, I am here live? Let's start with you JMan.

**Jeremias Maneiro:** ([13:57](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=837.195))
More times than not, I am in a controlled environment. I'm in a studio. I do it at on a regular basis. I enjoy going live. And I could tell the backstory, because I never liked the way I sound, right. Every time I would listen, I had to edit my videos. All I could hear was Steve Carrell like, Hi Laura. You know, like that nasally oh man, I can't take this. So, then I had somebody editing my videos for me that was getting a little, so I'm like, you know what? I'm just going to go live on a regular basis. I never listen to it back again. I just trim the beginning off if there's a countdown. And then I use an AI program to kind of pull the shorts out of it, the short form videos. So, for me it was like the more efficient way to create videos.

**Jeremias Maneiro:** ([14:35](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=875.835))
There's nothing better to create that top of mind awareness, but also for people to get to know your personality. Because if I want to be seen as an expert in real estate or whatever I do, and you see me go live every week, you know that that's not produced, right? It's not me going, hold on, one more take. I didn't like that. And do it again. This is the real deal. I can talk about this live. You throw me a question I get comments from, and, so I think what better way to build your expertise and be relentlessly authentic.

**Tracey Hawkins:** ([15:02](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=902.945))
You both are so good at that. Carrie, what about you? When you're live, how do you advise your fellow agents to use the live opportunity and yet stay safe. Especially if you're out in the field, because I know you're live often.

**Carrie Little:** ([15:14](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=914.345))
So just like JMan, I am very consistent. I go live typically the same time every single week. I would say to everyone that's thinking about going live, if I could do it, you could do it. You could not have paid me to be in front of anyone. I would've passed out. But because we're real estate agents and I've been in the business for more than two decades, I quickly realized that because I'm an expert in the real estate industry, I could share it and be consistent. So, my recommendation is, because I've now been doing this, is come up with a format you like. And the format could be simply be that you're going to go live for 15 minutes and share a tip. I have my title, I have my welcome, this is Carrie and whatever I'm going to say, I introduce myself and then I have typed out and not using artificial intelligence.

**Carrie Little:** ([16:09](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=969.165))
I totally write out what I'm going to talk about. And a good example would be because I go live every day, it is, I'm often typing it out that morning or the evening before. And now I actually have I think about 150 written live events that I've done that I'm now going to transition into a blog post and make and use those on my YouTube channel. So, I always say title, describe what you're going to talk about, introduce yourself and come up with seven things that you're going to discuss. And then at the end, I always do Q and A. When I first decided I was going to be consistent, I would have two people watching. Now I could have 100 consistency wins.

**Tracey Hawkins:** ([16:54](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1014.725))
I agree. Like I said, I know where to find both of you. When we talk about, going live in content, I'm the safety girl. What I tell agents and I get that look from all of them, it's like, what are we supposed to talk about? I'm saying safety and security tips. Every adult is concerned about their safety, their family safety, their possessions, and keeping their homes secure. So, if you can't think of a topic that you want to talk about, share safety tips, winter safety tips, personal safety tips, how to secure your home. So, use safety and security as a topic on social media when you're doing your videos, when you're doing your content posts, because that's one thing that no one will ever call spam, is finding ways to keep yourself and your family safe. So, I I vote for that. Let us talk really quick, and this is a fascinating topic to me.

**Tracey Hawkins:** ([17:43](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1063.145))
I'm sure you all have high profile clients or you've had high profile clients or in your area. They're someone who's famous and whenever they list or wants to buy a house, people just absolutely lose their minds. I am in Kansas City, the home of the Super Bowl champions, the Chiefs. And I'm also here with Taylor Swift's boyfriend, also known as Travis Kelce, who is a two-time Super Bowl winner. But now we just refer to him as Taylor Swift's boyfriend. When he first started dating her and he put his house on the market, real estate agents were talking about Travis's house. They were on social media talking about it when he decided to buy a bigger house, you know, this is a house for him and Taylor then everyone, real estate agents were sharing pictures, sharing the listings, and the association had to step in and say, no, we can't do that. Not to high profile clients. Not to any clients. JMan in your area, have there been any situations or stories of any high profile clients that have I guess created a firestorm and everyone had to stop and think about it for a minute? And how would you advise your fellow real estate agents when they have a high profile listing, how to handle that

**Jeremias Maneiro:** ([18:53](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1133.625))
Act like you've been there, right? Like even if it's your first high profile client, we had a local billionaire who was moving to Florida because his taxes were too high and he wanted to lower tax base because he had a really expensive house. Upstate New York's one of the most expensive taxes in in the country. And so people were taking pictures of it, people were sharing it and you know, try to do the things that other people aren't doing. When you see these trends and like, all these agents are doing this, I'm like, well they're doing that. They're zigging. Let me zag. Let me do a little something different over here. You know, be respectful. Everybody deserves privacy and you associating with them isn't going to necessarily build up your profile or your clout score. Because I think so often agents on social especially are chasing that, those vanity metrics. Like, Hey, I posted about Travis's house now I'm going to be cool and you know, Taylor's cousin's going to want to date me. You know, so it's like, yo, I get it. But you know, just act like you've been there. If you want to get more business like that, just be a professional.

**Tracey Hawkins:** ([19:53](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1193.065))
Carrie, what about you? Any high profile or any stories and talk about the code of ethics or conduct that real estate agents owe to their clients, whether it's their listing or not?

**Carrie Little:** ([20:02](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1202.515))
Well, first of all, you know, we cannot share confidential information. When you started to tell me agents were using, whether they're famous or not, they're using their images on social media. They're already in violation of a specific act. Now, I'm not an attorney, maybe I've worked for attorneys once upon a time. So, I don't play one on tv, so I'm not going to get into the legalities. But never ever, ever use someone else's images or photos or videos to try to track businesses because you will get a cease and desist order. Have we had clients that are a high profile? Yes, we have a very high profile client that you'll never know who they are because the one great thing about Mark and I is we never post, we don't post on social media when it comes to the high profile clients.

**Carrie Little:** ([20:57](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1257.825))
And it is killing me that I can't tell you what they built, like the software that they built, but you could just, I'll let your minds wander. We work with people all the time and my husband who loves sports, you know, if he ever plays golf, it's like Happy Gilmore. But if you give him an opportunity to play basketball, he's going to show up. And he's had opportunities to play basketball with very famous people. But guess what? You're never going to know because we're not going to talk about it in Illinois, not far from downtown Chicago. There was a very famous singer who purchased a property, and it was either the buyer's agent or the listing agent that went and posted on social media that this famous singer was going to be moving. And people started walking the property, they canceled the contract. So, think about it.

**Carrie Little:** ([21:51](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1311.205))
Would you rather have high profile clients that no one ever knows about? First of all, let's just go make a living and represent our clients well. And you don't have to post. You're making a living. You're helping people get what they want and don't share it on social media. Protect your clients because wouldn't it be great to work with a high profile client, make a living, and then they keep referring you and referring you and referring you. You could just then be you on social media. Maybe one of them will choose to give you a shout out, but if they don't, it's okay. because if you want to get into that luxury arena, and a lot of agents do, I see it all on social media. I'm a luxury agent. Here's the truth. If you want to be a luxury agent, you have to think like a luxury. Someone that lives in luxury, it is probably less likely that they even wear name brands all over.

**Tracey Hawkins:** ([22:42](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1362.615))
Final question of the day. So, we talked a lot about posting about yourself, your life and being authentic. RSJ men said relentlessly authentic. So that's another way for agents to engage their followers. Tell your, your agents listening, your fellow agents who are listening right now, talk to them about where they need to draw the line about being themselves, being authentic and protecting the consumer information and sharing too much information. What's your words of advice for your fellow agents? JMan?

**Jeremias Maneiro:** ([23:14](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1394.484))
If I'm going to be relentlessly authentic, I think don't create a persona. There's a lot of agents that they get in the bit and like you said, with reality tv, but they also, like, I started when I was 25 and, and I made that mistake where I thought that I had to be this professional or imaginary version of who I really was so that people would accept me as a young agent in a business where the average age was much older when I just said, you know what, I'm just going to be myself. I'm going to let people see my personality and if they don't like it, then that's okay because they're not my people. And so I think it is okay for you to be fun, it's okay, right? Professional, you know, fun doesn't mean you're unprofessional. I think it's, it's okay to be fun, just take care of people. Always do what's in the best interest of the client. Be a professional all the time. You know, just like, Carrie said earlier, you're never going to see me talking about anything that's polarizing. You'll never go to my channel and not be educated, entertained, or enlightened in some way. I'm never a negative person. And, and I think it's be the light when people are around.

**Tracey Hawkins:** ([24:18](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1458.645))
What about the dangers of TMI? What, should agents take from today's conversation regarding that?

**Jeremias Maneiro:** ([24:24](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1464.595))
Well, you know, keep confidential. What's confidential. Don't share confidential details about offers that you're writing offers where you're writing offers should go without saying, but I'll say it anyways. Don't discuss commissions, don't discuss, hey, there's some changes. What do you all think we should do? And especially if you're in a group with, you know, different agents from different brokerages, okay, there's antitrust issues, there's code of ethics issues, there's all kinds of things, and there's many changes in the industry. So, if you have a question, go to your managing broker. That's what they're there for. Perfect.

**Tracey Hawkins:** ([24:57](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1497.105))
And Carrie, what are your parting words to your fellow agents who want to be authentic and they want to live their lives on social media? Talk to them about that. TMI, that line between danger and TMI.

**Carrie Little:** ([25:10](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1510.105))
So here's my challenge. If you're not a 100% sure about what you really, really should or should not be doing, there really is a line in the sand that should be drawn. The challenge for real estate agents is sometimes they don't know there's a line. So, if your broker or your managing broker comes to you and they say, let's have a conversation about your social media, be open-minded, because what you could be doing could be harming yourself and your clients and your future clients. If you have a really great idea, go to your brokers and say, what do you think about this? Do what I would call doing the social media audit. Take your social media every year, probably, you know, the beginning of the year, and it could just be every quarter. Go look at your social media and say, what's working? What didn't work? What caused the direct messages that caused spam or scam or scam or go to your social media that caused the direct message that you really, really didn't want? Because maybe that's the post or all of the marketing that you really, really don't want out there.

**Tracey Hawkins:** ([26:18](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1578.665))
My final words on the topic, I had a broker tell me that she looked at her, one of her agents social media page, and she said the outfits, the poses there were so unacceptable. She said, do I have any control over what she puts on her page? I said, if it's her personal page, no. But if she's talking about your listings that your company owns, then you should have a conversation with her. But never ever should we ever judge anyone based on the photos. No matter how inappropriate on their pages, no one ask for it. So, the image that you put out there is how people will treat you. So definitely be aware of how you present yourself on social media. And make sure if you are in leadership, that you have a conversation with your agents about what is professional, what's appropriate, inappropriate, on your social media page, where the listing, where the business is discussed.

**Tracey Hawkins:** ([27:14](https://www.temi.com/editor/t/cFOG2QnSeUwfx9hReQPNTl2Wm819JawBSe-ryb_ZKLxpM91DL8DH5AwGI4XP6g03iUo6kTAgFs22akJ-YE2Apu1M_VY?loadFrom=PastedDeeplink&ts=1634.484))
I want to thank you both. You both are social media superstars and you live your lives online. I'm right here with you and so many other people are. Thank you all for what you do, teaching, traveling the country, training us how to use social media in a professional way. And I'm here for the safety part of it. I want to thank you both so much and everyone be safe.

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