



# LAW AND ETHICS OF SOCIAL MEDIA

WEDNESDAY, OCTOBER 27, 2010

An Information Session presented by the  
Greater Harrisburg Association of REALTORS®

**Guest Speaker:**  
**Hank Lerner, Esq., Pennsylvania**  
**Association of REALTORS®**

As REALTORS® move more and more of their communications and marketing activities online in various formats, they still need to be legally and ethically compliant. Many members seem to believe that “the rules don’t apply online,” when in fact there are more rules that apply to online communications. Join Hank as he reviews how certain laws, regulations, ethical provisions and MLS rules apply to the online activities of REALTORS®, and what you can do to help protect yourself...and even your clients.

**This session will help answer the following:**

- Are your social media profiles compliant with state law and the Code of Ethics?
- Can you advertise listings on Facebook?
- What could go wrong with online photos?
- Am I responsible for comments posted there by others?
- What responsibilities do you have to clients?

**E-mail questions and future topic ideas to:**

Lisa Aaron, Director of Professional Development: [lisa@ghar.info](mailto:lisa@ghar.info).

Questions will be taken from the audience as appropriate.

In order to better accommodate your needs, please be sure to notify us 72 hours in advance if you have any disability which will require special auxiliary aids and/or services at this event. Payments to the Greater Harrisburg Association of REALTORS® are not deductible as charitable contributions for Federal Tax purposes; however, such payments may be deductible as ordinary and necessary business expenses.

**Date:**  
Wednesday, October 27, 2010

**Place:**  
GHAR Office  
424 N. Enola Drive  
Enola, PA 17025

**Time:**  
Registration: 9:30 a.m.

Info Session is from  
10:00 a.m.– 12:00 p.m. in  
the Classroom.

**Cost:** \$5.00 for members

**Reservations:**  
Members may register  
online at [www.ghar.info](http://www.ghar.info)  
through the Members Only  
section.

Phone: 364-3200

Reservations not canceled  
by 5:00 p.m. Tuesday,  
October 26 will be billed  
regardless of attendance.

You may pay in advance or  
at the door.

*If you do not receive a  
confirmation, it is your  
responsibility to confirm your  
reservation by calling the  
Association office at 364-3200.*