

Guidelines For Social Media

ACCOUNTS

A large number of our communities have a Facebook pages and Google + pages. If you would like administrative rights to your community's page(s), please email marketingrequests@royalamerican.com and provide your community's name as well as the email you use for your own personal Facebook page. You will be given permissions to represent your community on the page as well as instructions for the page. If you need a social media account created, please send in a request through the above mentioned marketing request system. Please do not create your own property social media pages. This must be done by the Corporate Marketing Department.

**If you are an existing property that is new to our portfolio and already have a FB page, please contacts us about giving us administrative rights.*

REPUTATION MANAGEMENT

Because of today's social media prevalence, most stories/ issues start and live online. With that in mind, it is important that every level and function of the RAM organization understands the power of social media in publicizing and managing a crisis.

ALL social media negative reviews and comments will be centrally managed by the Marketing Department to ensure consistency and neutrality in the responses and information being shared.

Employees should immediately contact their supervisor and the marketingrequests@royalamerican.com if a RAM owned/ managed property or office has a negative review or comment on any online platform. The Marketing Department may need your assistance to prepare a response. Please be ready to provide all relevant details about the comments under review.

