

REALTOR[®] Safety Tips

Staying Safe with Social Media

The savvy real estate professional is frequently updating their social media sites such as Facebook, Twitter and LinkedIn.

However, because of the nature of your work, you may have friends or followers that you don't know personally. You want to avoid exposing yourself or your data through social media. Here are some tips to make sure you are not revealing too much personal information.

1. One simple way to protect your personal information is to **set up business accounts** on each social media platform. Only accept requests to connect with strangers on your business accounts and keep your personal accounts for people you already have a relationship with.
2. Sometimes your friends online may post a photo of you and tag you in it. If you don't want your clients or other friends to find a reference like this, you can **remove the tag** or ask the person who tagged you to do so. You may also consider letting your friends know you would prefer not to be tagged in the future.
3. You may think your **passwords are secure**, but often hackers will scan Facebook for easy answers. For example, it can be easy to find answers to common security questions such as the names of your children or what high school you attended. Keep information about family members and other events to a minimum.
4. Another danger to consider is identity theft. These days it is very simple to find personal information on the internet. **Don't make it easy for criminals**. For example, if you want to post your birth date, don't include the year.
5. Keep in mind that social media can have an impact on your reputation. **Carefully consider each item you share**. Even if you later delete a post or tweet, the damage may already have been done.

