

COMMUNITY MANAGEMENT GUIDELINES

RE/MAX

OVERVIEW

Schedule

Community management for RE/MAX's social media channels should be done three times per week, Monday - Friday. This will include checking the following:

- Facebook: Private Messages, Comments on RE/MAX posts, Mentions, Reviews
 - These should be checked for both the "RE/MAX" and "We Are RE/MAX" pages.
- Instagram: Direct Messages, Comments on RE/MAX posts, Mentions

BEST PRACTICES

Tone

Maintaining the brand's voice at all times is critical when it comes to community management, no matter how many people are on your social media team. This is a large part of what makes your community unique and identifiable to your members and audience.

- **Confident:** "As leaders in the industry, we speak with the same assurance, know-how, and experience that our agents possess."
- **Savvy:** "We use our experience and knowledge to provide insight to others. And where appropriate, we're quick-witted and entertaining, bringing fun to an overwhelming process."
- **Proud:** "We take pride in our job and the many tasks it entails, celebrating every assignment and detail from the big to the tiny and the teensy."
- **Conversational:** Responses should be kept friendly. RE/MAX fans should feel as though they are in a conversation with someone, and that they are being "talked to", not "talked at."
- **Authentic:** Authenticity community management means always remaining true to RE/MAX's values, as well as trying to have honest empathy and understanding of the RE/MAX community.

Personas

AGENTS & BROKERS	HOMEBUYERS & SELLERS
<p>Experienced professionals who take great pride in out-hustling the competition. Most likely they're busy at work and taking a quick break to check out our social feeds.</p> <p>When speaking to them, take time to recognize the hard work they do, and encourage their hustle.</p> <p>DO</p> <p>Be helpful and stroke their ego a bit. Put RE/MAX successes back on the network and provide them with great content that helps them do their jobs better.</p> <p>DON'T</p> <p>This might seem obvious, but don't pander to or patronize them. Give them the respect they deserve. Be boastful. We are proud, but we are humble.</p>	<p>People from all stages and all walks of life, many who are in the process of one of the most important decisions they'll ever have to make. They value honesty, transparency, and a calm voice to guide them through their journey.</p> <p>When speaking to them, be conversational, kind, and friendly. They should feel like RE/MAX and our agents are welcoming and relatable.</p> <p>DO</p> <p>Be understanding, useful and knowledgeable as the spokesperson for their guide from for sale to sold.</p> <p>DON'T</p> <p>Make them fearful using a traditional real estate agent in the home buying/selling process.</p>

Do's and Don'ts of Community Management

Do's	Don'ts
Engage with positive comments about RE/MAX.	Use judgement when mentioning competitors, but remain playful.
Take opportunities to educate consumers about RE/MAX, and the benefits of working with RE/MAX.	Mention or use photos of celebrities or UGC without documented permission from the user.
Extend conversations with questions and calls-to-action.	Engage with controversial, political or harassing comments.
Use names when responding to fans to create a deeper connection.	Be cliché and unoriginal.
Share a unique and interesting perspective.	Use argumentative, intimidating, negative language or profanities.
Include brand-specific messaging in responses, as well as links to relevant pages on the RE/MAX website.	Make unsubstantiated promises or guarantees.
Use emojis when they align with RE/MAX's tone and voice.	Engage in an argument with a consumer.
Remain true to RE/MAX's core values and philosophies in every engagement.	Acknowledge or share comments that include profanity, even if positive.
Optimize responses to questions by including links to helpful resources.	Use slang or acronyms that don't conform with brand guidelines.
Acknowledge complaints publicly before taking offline .	Use excessive or inappropriate emojis, or overuse #REMAXHustle.
Stay empathetic and positive and offer solutions.	Be stuffy or impersonal in your responses.
Hide or delete unsavory comments and spam, and report harmful comments.	Collect personal info from users publicly.
Steer customer complaints to private messages to address the issue further.	Disclose partnership or product information before public announcements .

Terms of Note

This list will be expanded upon further integration in RE/MAX's online presence.

- Homebuying should always be spelled as one word.
- RE/MAX should always be capitalized.
- booj should always be lowercase.

TEMPLATE RESPONSES

Questions

*Example - A question about the customized commercials for agents

Hi [NAME]! Please send an email to [ESCALATION SERVICE LINE] and we can better assist you!

*Example - Where can I find houses available for rent?

Hi [NAME], we can help with that! You can find [ASK] and much more on our website: [LINK TO RELEVANT PAGE]

*Example - A question about house hunting, the housing market, etc.

Hi [NAME], great question! We discussed [TOPIC] in this blog post, we hope it helps! [LINK TO BLOG POST]

Positive

Reviews

For positive reviews on Facebook (4 or 5 stars), thank the fan for leaving the review while using their name. Emojis can also be used in the response. When applicable, go the extra step to respond to a specific piece of a positive review.

"Thanks for the kind words, [Name]!"

"[NAME], we are so thrilled to hear about your experience with [AGENT/OFFICE]! We like to call that the #REMAXHustle. Enjoy your new home! 🏠💕"

Comments

Short Comments: For short comments (one or two words), such as "Nice!", simply react to the post with a "like" or "love." These comments can also be responded to with a positive emoji.

- For comments on Instagram that only consist of positive emojis, like the comment and respond with another positive emoji.

#Sellyeah!

Now that's what we call #REMAXHustle!

Thanks for sharing, [NAME]! We're so happy to hear that!

We couldn't agree more!

Negative

When responding to negative reviews, it is important to be understanding and to listen intently to what the poster has said. However, it is important to not admit guilt on the part of RE/MAX or apologize for making a mistake until further information has been collected privately.

Reviews

"Hi [NAME], thank you for bringing this to our attention. We're so sorry to hear you had a poor experience with RE/MAX. We'd like to further address this. Can you please send an email to socialmedia@remax.com with more details?"

Comments

Hi [NAME], we would love to know more about why you feel this way. Please direct message us to connect further.

Hi [NAME], we're sorry to hear this. Please direct message us so we can connect further.

Hi [NAME], thank you for bringing this to our attention. We take feedback very seriously, so could you please direct message us with more information?

SPECIFIC RESPONSES

Regarding offering services in Spanish:

Hi, [NAME]! We do offer services in Spanish, just contact your local RE/MAX offices and ask if there are any Spanish speaking agents available and they can better assist you. Thank you!

AGENT CONDUCT/VALUE BASED RESPONSES

These responses are to be used when receiving multiple complaints, or complaints with a potential to go viral, about an agent posting offensive and inappropriate comments/content that does not align with the values of RE/MAX.

Response Option A

Hi {NAME},

Thank you for bringing this to our attention. As a global franchise brand, our next step will be to alert the independently owned and operated franchise owner whom this agent is affiliated with to address.

We appreciate your helping in ensuring our network members represent our brand's values.

- RE/MAX Social Media Team

Response Option B

Hi [NAME],

Thank you for bringing this to our attention, as it conflicts with our values and belief in equality and homeownership for all. As a global franchise brand, our next step will be to alert the franchise owner with whom this agent works under to address.

We appreciate you bringing this to our attention, and helping us ensure our network members represent our brand's values.

-RE/MAX Social Media Team

Response Option C - Agent No Longer Works at RE/MAX

Hi, [NAME].

In regards to this specific incident, this agent and his brokerage had previously left the RE/MAX network. As he is no longer an affiliate of our organization, we can not take any action against this individual.

We'd like to thank you for bringing this to our attention, as we take matters of this nature very seriously.

Best,
The RE/MAX Social Media Team

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Hi XX,

In regards to this specific incident, we can confirm that this agent is not a part of the RE/MAX network. We are actively asking that they remove RE/MAX affiliations from her social media profiles.

We'd like to thank you for bringing this to our attention, as we take matters of this nature very seriously.

Best,
The RE/MAX Social Media Team

BRAND POST RESPONSE/VALUES

Hi [NAME],

We wanted to reach out about the post we published to our social media channels today. First of all, we would like to thank you for bringing this serious issue to our attention. It was never our intention to offend or disregard the feelings of so many important members of our network.

Our posts are meant to [INSERT INTENTION OF SPECIFIC POST], and we deeply regret that this post had the opposite effect. We have since deleted the post from our channels.

We also wanted to let you know that we will be taking steps moving forward to ensure that our content is [UPDATE BASED ON CONTENT OF POST AND COMPLAINT]

Thank you again for bringing this to our attention, and for helping us become a better global citizen.

-RE/MAX Social Media Team

ISSUE ESCALATION FLOW

This chart provides general guidelines to complaint and issue escalation. When in doubt, the team should ask Kayla for guidance in Khoros.

Situation	Where to Send
It's preferable for the community management team to try and be resourceful and attempt to resolve issues in direct messages, before escalating to either email address.	Direct Messages
Send users to this email address for higher level issues, such as general questions, questions about optimizing accounts, questions about graphics, etc.	socialmedia@remax.com
Escalating to the customer service email should be avoided if possible. Situations where this is the appropriate destination include: complaints about agents, or issues with the website.	customerservice@remax.com

CRISIS COMMUNICATIONS MONITORING

Proactive Identification

The key to an effective crisis communication plan is to proactively identify any issues that have potential for escalation. These issues differ from standard customer complaints in severity, as well as their potential to gain traction and reach a large audience.

Example Issue Identification Log

Area	Topic	Instances	Link
Specific Office	Mentions of rude interactions with a franchise office in Memphis.	3	facebook.com/example instagram.com/example
RE/MAX Brand	A tweet about a poor experience with RE/MAX is gaining traction in retweets and likes.	1	twitter.com/example

Crisis Management Alerts

Crisis Management will be broken down into three main areas: Current Crises, Recurring Issues, and Potential Crises.

	Description	Alert Schedule
Current Crises	A severe issue that could impact the overall brand image, reach media outlets, or provoke viral behavior. These issues have the ability to rile up customers, as well as users not familiar with the brand.	Highest Priority to Alert RE/MAX Team ASAP
Potential Crises	Negative social media comments or discussions that have the potential to provoke a viral response, but are currently somewhat isolated.	Twice a Week, or depending on time-sensitivity of the topic
Recurring Issues	Issues that may not necessarily evolve into a crisis, but are recurrent and common themes. EX: Several complaints about a particular RE/MAX location, agent, etc., booj tech issues	Weekly