



Katie's **5 Tips** FOR **Fair Housing** IN **SOCIAL MEDIA & MARKETING**

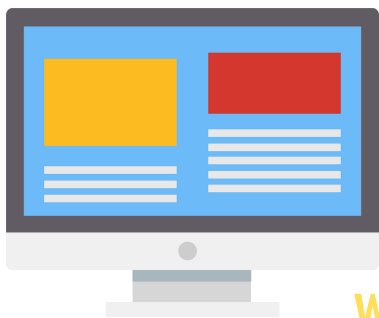
FEDERAL LAW

Fair Housing Act

Under the FHA, the definition of advertising is broad and includes print and online advertisements, materials such as brochures or applications, television and radio ads, and even speech. All verbal communication that occurs in person or over the phone to a prospective tenant, homebuyer, or borrower is considered a form of advertising. The law prohibits any illegal advertising for an apartment, home, mortgage loan, homeowners insurance, or any real estate-related transaction.

BOUNTS TIP:

Ensure websites are accessible to persons with vision, hearing, learning or other disabilities.



WEBSITE ACCESSIBILITY

- Colors
- Functionality
- Subtitles for videos
- Images should include alt text in the markup/code

1.

Keep it professional. Avoid becoming too casual on social media, in virtual interactions or when advertising. Both online and printed materials can be used to show a pattern of practice in regards to Fair Housing discrimination.

2.

Show evidence of compliance. Utilize the EHO logo or slogan wherever you advertise including social media profiles, mobile apps, websites and marketing materials.

3.

Avoid resident profiling. Refrain from looking prospects up on social media prior to making the application decision, this could lead to illegal profiling or bias whether intentional or not.

4.

Use human models judiciously. Reasonably represent both sexes & families w/children, portray persons in equal social settings & that housing is open to all, and ensure majority & minority groups in the metropolitan area are represented.

5.

Implement a written policy. Every company should have a written advertising and social media policy and designate a specific person to review property content, comments & ads for compliance.