

## **Realtor® Association of Pioneer Valley Local Political Coordinator (LPC) Pledge Form**

**Advocate on Behalf of all REALTORS®:** The REALTOR® Party is the non-partisan approach to supporting legislation and issues that benefit all REALTORS®, homeowners, and private property rights. LPCs must be prepared to remain neutral and remove their personal bias on the issues to advocate on behalf of REALTOR® Party-supported issues.

***By signing this pledge form all LPCs agree to abide by the following provisions***

- Identify and monitor real estate related issues in the LPC's designated municipality by staying abreast of legislative issues and meetings via town website, newspaper, social media, contact with town staff.
- Attend any relevant public meetings such as Zoning Board of Appeals, Planning Board, or Annual Town Meeting.
- A LPC is not expected to develop talking points or present testimony at a town meeting but may do so if willing. However, the most effective presentation, is always a town resident. Talking points will be developed by the MAR and RAPV Association staff, with member input.
- Alert the current Chair of Government Affairs and the RAPV CEO when an issue arises that could potentially affect Realtors®, and private property rights.
- Attend the two meetings a year of the Legislative Town Monitor: the Annual RAPV Legislative Meeting and MAR Realtor® Day on Beacon Hill.
- Submit quarterly reports on LPC activity using the provided form.
- Adhere to the RAPV Social Media Policy:
  - The board of directors of the REALTOR® Association of Pioneer Valley is most efficient and effective when it speaks through one voice: either the President, or the Chief Executive Officer or, from time to time, another designated spokesperson as appropriate for the situation and/or topic. It is critical that the REALTOR® Association of Pioneer Valley officers, directors, committee members, and committee chairs promote consistent communication to the public and media regarding the REALTOR® Association of Pioneer Valley business. To further this goal, below are guidelines for communications regarding and/or relating to the REALTOR® Association of Pioneer Valley affairs:

### **Internet Postings**

Internet postings include, but are not limited to the following:

- Multi-media and social networking websites include, but are not limited to, sites such as Facebook, Yahoo! Groups, Google Groups, Gowalla, Foursquare, Instagram, Snapchat, Twitter, Tik Tok, YouTube, and LinkedIn.
- Blogs (both REALTOR® Association of Pioneer Valley blogs and blogs external to REALTOR® Association of Pioneer Valley)
- Wikis such as Wikipedia
- Any other site where text or graphics can be posted

All of these activities are referred to as "Internet Postings" in this policy.

### **Board of Director Members and Committee Chairpersons**

- For the REALTOR® Association of Pioneer Valley to speak with one voice, individual board members are discouraged from making comments to the media. Instead, you are urged not comment on the REALTOR® Association of Pioneer Valley matters unless you have first consulted with the Chief Executive Officer or President.
- Affiliation with the REALTOR® Association of Pioneer Valley Directors are personally responsible for the content they publish on blogs, wikis, or any other form of user-generated media. Be

mindful that what you publish will be public for a long time – protect your privacy. Be aware of your association with the REALTOR® Association of Pioneer Valley in online social networks. If you identify yourself as a REALTOR® Association of Pioneer Valley director, ensure your profile and related content is consistent with how you and the Association wish to present to the public.

- Attend training as required.

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(Print Name)

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(Date)

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(Signature)