Dedicated to Excellence
SBL Incorporated
Attorneys, Notaries & Conveyancers

Social Media Marketing Guidelines for Property Practitioners

As a registered Property Practitioner, your online marketing must comply with the Property Practitioners Act (PPA), the PPRA Code of Conduct, and consumer protection laws. These rules apply equally to social media, websites, email campaigns, printed brochures, and property portals.

CORE PPRA ADVERTISING RULES

- **Authority to Market**
  You may only advertise or list a property once you have a valid, written mandate from the seller or landlord. Marketing another agent's listing without consent is a breach of the Code of Conduct.

- **Honesty and Accuracy**
  Every statement or image must be truthful and not misleading in any way. Avoid exaggerations or omissions that could influence a buyer or tenant's decision.

- **Disclosure of Material Information**
  Any known defects, restrictions, or factors that could affect a purchaser or tenant's decision must be disclosed either in the advert or before the transaction. Transparency protects both you and your client.

- **Identification of the Practitioner**
  Each advert must include your full name, the agency's registered name, and valid contact details. Anonymous or unclear adverts are prohibited.

- **Professional Conduct Online**
  Social media posts are treated the same as formal advertisements. The same standards of professionalism, honesty, and ethical behaviour apply online as they do in person.

- **No Misleading or Unfair Practices**
  Tactics such as "phantom listings," fake interest, or reposting without consent may constitute unprofessional conduct and attract disciplinary action by the PPRA.

- **Respect for Intellectual Property**
  Do not copy another practitioner's wording, photography, or marketing materials without written permission.

- **Data Protection and POPIA Compliance**
  Protect all client and lead information collected through online channels. Always obtain consent before sending promotional messages or sharing data.

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VISUALS & CONTENT

- **Images and Virtual Tours**
  Only use authentic, honest visuals. If you use virtual staging or image editing, disclose it clearly (e.g., "Images virtually staged for illustration purposes"). Never digitally remove defects or add features that don't exist.

- **Logos and Branding**
  Always include your agency logo on listing photos. Maintain consistent colours, tone, and style to build brand recognition.

- **Using AI Tools**
  AI can help brainstorm ideas, but always review and personalise the content. Ensure the tone feels natural and human, not robotic. Avoid long, generic phrases and unnecessary emojis. You're the expert, so let your personality and knowledge shine through.

INTERACTING ONLINE

- **Responding to Comments and Reviews**
  - Stay calm, polite, and professional at all times.
  - Thank reviewers for feedback - even critical ones.
  - Focus on resolving issues rather than defending yourself publicly.
  - Never disclose client or tenant information in your response.
  - If needed, move the conversation to private messages to resolve concerns.
  - Avoid deleting honest reviews unless they're clearly fake or abusive.

LEGAL & COMPLIANCE CHECKS

- **Defamation Awareness**
  Never post or share content that could harm someone's reputation. A defamatory statement is any untrue comment that damages a person or company's standing or credibility. If in doubt, don't post it.

- **POPIA & Privacy**
  When collecting personal details through social media or direct messages, obtain explicit consent and store it safely. Don't spam or send bulk marketing messages without prior permission.

SMART MARKETING HABITS

- **Be Responsive**
  Social media moves fast. Reply to messages, comments, and inquiries quickly. It shows professionalism and builds trust.

- **Think Platform-First**
  Tailor content for each platform:
  - Instagram: High-quality visuals, short captions, stories.
  - Facebook: Longer descriptions, community engagement.
  - LinkedIn: Professional insights and property law tips.
  - TikTok/Reels: Quick property highlights or agent personality clips.

- **Educate, Don't Just Sell**
  Share helpful content about property law, maintenance, or market trends. Position yourself as a trusted, knowledgeable professional, not just a salesperson.

FINAL CHECK BEFORE YOU POST

- ☑ Do I have authority to market this property?
- ☑ Are all facts true and up to date?
- ☑ Have I disclosed material information honestly?
- ☑ Is my name and agency clearly visible?
- ☑ Does my post reflect professionalism and brand integrity?