



BETTER AGENTS ♦ BETTER COMMUNITIES  
SAINT PAUL AREA ASSOCIATION OF REALTORS®

## Out & About: publicity criteria

### Community events and member news

Members occasionally send information to SPAAR that highlight a member, team or brokerage, yet the information does not have a direct tie to SPAAR membership. Therefore, SPAAR has created a new website feature called Out & About where this information can be shared with members and be visible to website visitors.

Each week the Out & About link will be included in SPAAR's eNews and Education & Events newsletters allowing members the chance to click on the Out & About link to read the information. The published briefs will also be visible on SPAAR's website for a limited time, and replaced with new items every 2-3 weeks. SPAAR staff reserve the right to review the content submitted and edit the piece to be consistent with the items posted. SPAAR staff will monitor postings to ensure all interested members have opportunities to be featured.

Below are the criteria for the types of non-SPAAR related information that will be included in Out & About:

- Member honors and awards
- Office relocations, grand openings, brokerage milestones or office open house events
- Community events or charitable events\*

The following information items will not be considered:

- Recruiting events
- Job postings
- Brokerage advertisements\*
- Member birthdays, anniversaries, births/adoptions, etc.

Broker news that has a charitable component may still be covered in the general newsletters and will be determined on a case-by-case basis dependent on event timing and space availability. SPAAR staff will decide placement.

SPAAR provides advertising opportunities in eNews and on social media. Email [spaar@spaar.com](mailto:spaar@spaar.com) or call (651) 776-6000 to learn more.

Questions? Contact Jennifer Kovacich, Communications Director at SPAAR, at [jkovacich@spaar.com](mailto:jkovacich@spaar.com).