



Be Social

AFN SOCIAL MEDIA COMPLIANCE GUIDE



Facebook

- Title of the page should be your name with HR title (Jane Smith, Loan Officer)
- Your NMLS number
- AFN Corp NMLS number
- Branch/Corp disclaimer (if it fits)
- Equal Housing Lender
- Branch Address
- Following disclaimer "The views expressed are my own and do not necessarily reflect those of American Financial Network, Inc."

The above items can be included in the pages description

Facebook/Social Media advertisements must be approved by marketing and legal before using on any social media sites. For questions/requests or to send your items for review email marketing@afncorp.com

facebook.com/afnlending





Instagram

- Your NMLS number
- AFN Corp NMLS number (if it fits)
- Equal Housing Lender

The views expressed are my own and do not necessarily reflect those of American Financial Network, Inc. (if room permits)



Twitter

- Your NMLS number
- AFN Corp NMLS number (if it fits)
- Equal Housing Lender

The views expressed are my own and do not necessarily reflect those of American Financial Network, Inc. (if room permits)

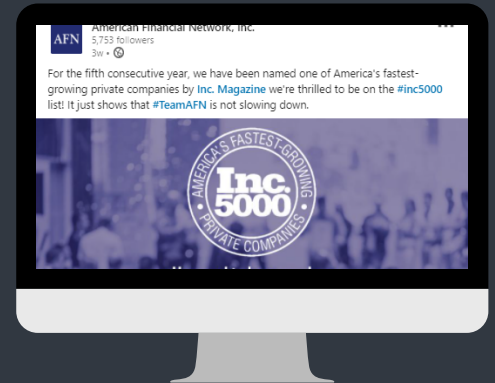
@afnlending





LinkedIn

- Your HR title
- Your NMLS #
- When mentioning the company please write it as American Financial Network, Inc at least ONCE
- Equal Housing Lender
- Equal Opportunity Employer



linkedin.com/company/american-financial-network-inc-

Please Avoid When Posting...

- Promissory Language
- Absolute language (best, lowest, etc)
- Politics
- Religion
- Rates
- Controversial topics
- Don't post photos of others UNLESS you have consent
- Trigger terms (30 year fixed rate, apr, rates, payment amount)
- Add "this offer is limited to _____state(s)" in product posts



You're All Set!

If you do have any additional questions you can email
marketing@afncorp.com

Don't Forget to tag us & use **#TeamAFN**

