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15.1.   GENERAL POLICY

It is Royal American Management's policy that all forms of marketing and advertising be approved by the Corporate Marketing Department prior to use.

15.2.   DEVELOPMENT AND USE OF MARKETING MATERIALS

Royal American and the Corporate Marketing Department have the responsibility of ensuring that consistent Company and property logos, branding, and content/copy messages are met. RAM strictly prohibits any RAM employee from creating, distributing, and/or using non-Corporate developed marketing materials unless prior written approval is given by the Corporate Marketing Department. Advertising commitments should not be executed without consultation with the Marketing Department or Senior Management first. Marketing materials include any printed, broadcast, digital, or electronic communications, such as advertisements, brochures, flyers, banners, flags, websites, signage, telephone recordings, and social media, whether paid or internally generated.

15.3.   MARKETING & ADVERTISING REQUESTS

The person submitting a request is responsible for obtaining necessary approvals from Corporate Marketing, Regional Manager, and/or other senior management before proceeding with an advertisement, promotion, or marketing effort**.**

15.3.1 Property Intake Form:

- The Marketing Department must first have a property intake form on file before completing any requests.

- Newly acquired properties or those that haven't requested marketing materials must complete this form.

15.3.2 Marketing Request Form:

- Site Personnel and Regional Managers may request creative design by the Corporate Marketing Department using the [Marketing Request Form.](#).

- Request approval for advertising and marketing by submitting a copy of the item (if applicable) with a complete description of the advertisement or promotion and how/where it will be used.

15.3.3 Business Card Request Form:

- Community Managers and Assistant Community Managers may have business cards printed by the Corporate Marketing Department upon completion of the probationary period.

- Complete and submit the [Business Card Request Form](#).

- Ensure budget allows for the order, typically 100–250 cards depending on community size and budget.

15.4   REGULATORY REQUIREMENTS/RESTRICTIONS

- Certain regulatory disclosures are required in the multifamily housing industry in accordance with Federal Fair Housing Regulations.

- All advertising and marketing must display the equal housing opportunity logo, handicapped logo (if applicable), and TDD 711.

- Marketing efforts will be reviewed to ensure target markets are not selected using a prohibited basis.

15.5   COMMON MEDIUMS USED

The following are common mediums used for advertising and marketing:

1. Billboards, signs, and banners;
2. Direct mail marketing;
3. Flyers, handouts, and brochures;
4. Property website;
5. Internet Listing sites;
6. Social Media;
7. Ads in magazines, newspapers, rental guides, phonebooks, and directories;
8. Clothing items, hats, buttons, pens;
9. Eblasts;
10. Lotteries, drawings, and contests;
11. Sponsoring fundraisers in exchange for free advertising;
12. Links to other companies' websites;
13. Cross Marketing opportunities.

15.6   SOCIAL MEDIA MANAGEMENT POLICY & GUIDELINES

Purpose and Scope: social media is an integral part of Royal American Management, Inc.'s communication strategy, used to engage with residents, followers, and other audiences. This Social Media Management Policy outlines the guidelines for the creation, maintenance, and management of official apartment community social media accounts (OACSMA) in alignment with Royal American's identity standards, strategic goals, and compliance with all applicable Royal American policies and federal fair housing requirements**.**

Royal American is dedicated to fostering creativity and encouraging fun ideas while acting with integrity and creating a welcoming, inclusive environment for all.

15.7 CREATION OF SOCIAL MEDIA PLATFORMS

Royal American utilizes Facebook, Instagram, and Google Business Listings. Corporate Marketing handles the creation of Facebook and Google Business accounts. Property staff must create their Instagram account following the outlined procedure. If you are unsure whether your property is already set-up with these social accounts, please reach

out to the Marketing Department at marketingrequests@royalamerican.com and we will assist you. More details are outlined below:

15.7.1 Facebook & Google Business:

- Accounts will be created by the Corporate Marketing Department under the official Royal American Facebook and Google Business Accounts.

- Property staff should refer to the Social Media Account Directory for existing accounts and submit a marketing request for new accounts.

15.7.2 Instagram:

- Property staff must create their own Instagram account.
- Before account creation, staff must fill out the Marketing Request Form for review and approval.

- Instagram accounts should use your Royal American property-specific email address.
- Verify the confirmation email promptly and share details with the marketing department.
- Account creation steps must be coordinated with the marketing department for verification.

15.7.3 Maintain Brand Guidelines:

- **Profile pictures:** All properties are required to use their branded social media logo created by the marketing department as their profile picture on all social channels.

- **Cover photos:** All properties are required to use their branded social cover photo created by the marketing department on all social channels.

15.8   SOCI & MANAGEMENT OF SOCIAL MEDIA ACCOUNTS

This section outlines who is responsible for the site's social media (Facebook, Instagram, Google My Business) management. SOCi is the designated social media management system and all platforms used by our Royal American communities are required to be maintained through the SOCi dashboard.

15.8.1 Soci Social Media Management Dashboard:

Royal American Management utilizes a third-party social media management system that allows you to push content across all social media platforms as well as see every question, comment, and private message in one place.

- Every property's SOCi account must have a designated account manager(s) to oversee content creation, make posts, monitor engagement consistently, and ensure compliance with Royal American's social media management policies.

- If the Community Manager cannot fulfill this duty according to the social media

policy, they must designate at least one (1) full-time staff member as the alternate social media account manager. All social media account manager(s) must be well versed in this policy and are responsible for all account content, monitoring account engagement on a consistent basis, and ensuring the account follows this policy.

15.8.2 Accessing and Using SOCi:

- Community Managers: To log in to SOCi for the first time, go to https://royalamerican.meetsoci.com/. From there, enter your property's email address and click "Forgot Password". You will then receive email instructions to generate a unique password for you, or you can set your own.

- Repeat the above steps for any additional social media account managers.

- Training: Training resources are provided to familiarize property managers with the SOCI platform. In the platform, you'll see "Support Center" at the top right. From there, you can access SOCi University or click here: https://sociuniversity.mindtickle.com/login . The first time you click in, you'll need to enter your name, company, and time zone to register. From there, you can access the training modules. https://support.meetsoci.com/hc/en-us

15.8.3 Social Media Content

To make your responsibility of posting to social media easy, the marketing department populates the backend of SOCi with fair housing-compliant ready-to-post content and social captions for you to use and schedule. In addition, the Marketing Department will have monthly social media content plans on the marketing website for use as a guide to schedule social media posts through the SOCi content scheduling calendar.

- Communities will be expected to maintain a consistent presence online. A minimum of three (3) posts per week will be required. All team members are encouraged to promote their social media platforms and drive residents to their pages. Learn how to post on SOCi here: How to Schedule a Social Media Post using the Soci Platform

- The marketing department will populate SOCi with fair housing-compliant ready-to-post content and social captions.

- A monthly social media content plan will be provided on the marketing website for scheduling posts. See monthly content plans here: Social Media Content Plans.

- The designated social media account manager(s) are responsible for scheduling out their monthly posts in the SOCi dashboard using the above-mentioned social media content plan and/or requesting custom content from the Corporate Marketing Department. In addition, the social media account manager(s) are responsible for monitoring their social media comments and messages all within the SOCi platform.

- Custom content or further assistance creating content, please refer to the social media section of the marketing website or reach out to marketingrequests@royalamerican.com.
- New employees must first be approved by Community Managers before they are given access to the SOCi dashboard.

15.8.4 Fair Housing Advertising Compliance & Social Media

Social media is a great tool for marketing in the multifamily industry to help build strong connections and community with your customers, but Fair Housing laws still apply. It is important to be just as mindful of fair housing laws when sharing information and interacting with customers online as it is when sharing information and interacting in print and in person. The Fair Housing Act states that it is illegal to, "publish or distribute ads that discriminate, limit, or deny equal housing opportunities to protected classes", however, "advertising" doesn't just apply to traditional advertising, such as print, paid ads, banners, signs, and commercials - social media posts are considered advertisements. All forms of advertising and marketing must display the equal housing opportunity logo, handicapped logo (if applicable), and TDD 711. Marketing efforts will be reviewed to ensure that target markets are not selected using a prohibited basis: race, color, religion, national origin, sex, marital status, age, handicap, familial status, or receipt of public assistance income."

15.9 REPUTATION MANAGEMENT POLICY

The Reputation Management Policy at Royal American Management outlines a structured and collaborative approach to handling online reviews. The use of the third-party reputation management monitoring system, SOCI, streamlines the process and ensures that both positive and negative feedback are addressed appropriately. All properties have access to their property's SOCI account and will be notified via their property email when reviews come through about their property(s). It is the responsibility of the site staff to handle their positive review responses. However, it is Royal American's policy that all property negative review responses will be handled by the corporate marketing department.

15.10 KEY COMPONENTS AND GUIDELINES OF THE REPUTATION MANAGEMENT POLICY

15.10.1 Third-Party Reputation Management System (SOCI):

- The integration of the SOCI review service allows for real-time notifications to both property managers and the corporate marketing department. This ensures that all reviews are promptly identified, enabling a timely response.

15.10.2 Accessing and Using SOCI:

Refer to 15.8.2 Accessing and Using SOCI under Social Media Policy.

- Training: Training resources are provided to familiarize property managers with the SOCI platform. To view the SOCI reputation management training, click here: *links to SOCI training and Scribe.*

15.10.3 Responsibility Division:

- <u>Positive Review Responses</u>: Positive review responses are the responsibility of the site staff. Delegating the responsibility of responding to positive reviews to site staff allows for a personalized touch. This recognizes the importance of acknowledging and appreciating positive feedback at the local level. Positive response templates have been pre-loaded into the backend of SOCI and will be available for your use. Customization of the response is still required, so please pay careful attention to the areas that need customization before submitting your response.

- <u>Negative Review Responses</u>: All negative reviews will be handled by the corporate marketing department. Centralizing the handling of negative reviews in the corporate marketing department ensures consistency and control. This approach is effective in managing potentially challenging situations with a unified and strategic response.

15.10.4 Input for Customized Responses:

- Property managers are expected to provide input on negative reviews. This collaborative effort helps create personalized and thoughtful responses that are tailored to the specific concerns raised by reviewers.

15.10.5 Identification of Sensitive Content:

- Property managers are instructed to identify reviews containing accusations, personal names, vulgarity, or legal information. Such reviews should be promptly forwarded to the marketing department. This proactive approach aims to prevent hasty or inappropriate responses.

15.10.6 Careful Crafting of Responses:

- The emphasis on "carefully crafted" responses indicates a commitment to professionalism and customer service. Responses should address the concerns raised in a constructive manner, demonstrating that the company takes customer feedback seriously.

15.10.7 Prevention of Careless Responses:

- The policy acknowledges the potential harm of careless responses and takes steps to avoid them. This is particularly important in handling sensitive information and situations.

By implementing these guidelines, Royal American Management aims to maintain a positive online reputation. The policy reflects a commitment to customer satisfaction and brand image by ensuring that responses are well-thought-out, consistent, and aligned with the company's values. The involvement of property managers in the process adds a personal touch to responses, demonstrating a genuine concern for addressing customer concerns. Overall, this reputation management policy contributes to a controlled and effective approach to online reviews across all properties.

15.11 MARKETING WEBSITE

The marketing website is a centralized hub designed to be your go-to resource for all things marketing, streamlining processes, submitting requests, and boosting efficiency in your day-to-day tasks. This comprehensive platform will serve as your go-to resource for everything related to marketing, empowering you to work smarter and achieve greater success.

- **Flyer Galleries Updated Every Quarter**: Each quarter, we will upload new materials to cater to your outreach marketing, event planning, social media, and resident retention needs.
- **Social Media Section**: Dive into our Social Media section, complete with a step-by-step guide on accessing and using your SOCI account. We've included ready-to-post graphics that also live in your SOCi account and a monthly social media content plan with social captions pre-loaded in SOCi for your convenience.
- **Best Practices for Reputation Management:** Find valuable insights into reputation management along with our policies and procedures to keep everything running smoothly.
- **Reminders & Notices**: From holiday closings to rent reminder notices, we've got you covered. If there's anything else you need, let us know – we're here to enhance your experience!
- **Resources and FAQs:** Access detailed guidance and FAQs for in-depth understanding of the materials and tools

- Direct link: www.royalamericanmarketing.com.

- Quick link on the Dispatch under the RA intranet.

15.12 LOGO POLICY

- The Royal American Logo may only be produced in black, white, or the Royal American Red ink Pantone 202.

- RGB Values: R-141 G-24 B-31, CMYK Values: C-27 M-100 Y-95 K-30, HEX Value: #8d181f.

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15.12.1 OBTAINING THE LOGO IMAGE FILE

- Royal American corporate staff can find high-resolution JPEG versions of the logo on the Shared Drive under S:\Royal American Marketing/logos folder.

- Questions regarding this policy should be directed to the VP of Marketing in the Corporate Marketing Department.