

Government Affairs Communications Team

Services and Products

The Government Affairs Communications team provides an array of services to members and the Government Affairs policy team to help them disseminate our message and content across our different online platforms, as follows:

1) Posting Content on Realtor.org

- Kara Beigay and Bira de Aquino work directly with the [realtor.org](https://www.realtor.org) content strategists to maintain, develop, and implement new issue topic pages.
- Any [realtor.org](https://www.realtor.org) content updates or requests for new pages should be submitted directly to both Kara and Bira.
- Quarterly content review – Kara and Bira organize quarterly meetings with the policy staff and the content strategists to review content on the issue topic pages to ensure relevancy and accuracy.

2) Webinar (WebEx) Support

- If you need to host a webinar, fill out the attached [form](#) and send directly to Bira and Kara, so they can arrange the logistics. All webinars can be recorded and the recording URL can then be shared with the attendees after the event.
- All webinar recordings can also be edited.

3) Social Platforms – Facebook and Twitter

- Kara and Bira post daily information on [Twitter](#) and [Facebook](#) regarding our latest legislative and regulatory updates.
- Our Washington Report articles, videos, NAR news releases, NAR blogs posts, and any relevant NAR-produced content is programmed by Bira and Kara to go out through our Twitter handle and Facebook account.
- If you have news items (produced by NAR) that you think should be shared, contact Kara and Bira.

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- Facebook Live – Kara and Bira can shoot short/informal live video updates with the legislative and regulatory policy staff, which are simultaneously posted to our Facebook page.

4) KSE Legislative and Regulatory Tracker Support

- Bira and Kara are responsible for maintaining our legislative and regulatory tracker. They provide assistance with setting up new issue summaries, adding new files, updating URLs with new PDF documents, and are the main contacts for assistance with the weekly Washington Report articles.
- Kara and Bira also work with the KSE office programmers and analysts in Vermont to maintain, update, and create new features in the system.
- There is a live KSE manual for NAR staff that can be viewed [here](#).

5) Live Webcast Support

- The communications team works with TV Worldwide to host live webcasts featuring NAR staff and invited guests.
- These live webcasts are reserved for bigger events and audiences such as the Annual Town Hall Webcast, which is hosted the week before the Legislative Meetings & Trade Expo in May.
- Bira is the primary contact for setting up coordinating the webcast with TV Worldwide.
- The requests for the live webcasts usually come from the senior vice presidents and leadership and are communicated to John DiBiase.
- The requests for the live webcast should include the following information: day/time/location, panelists/presenters and moderators' information, expected audience, PowerPoint presentations and files to be shared, room set-up, etc.

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6) Congressional State and District Reports

- Bira works with Research to have the state and district reports updated on a quarterly basis.
- If you need to access the current reports, they are available on [realtor.org](https://www.realtor.org), and copies are also available on the H drive at <H:\Congressional District Reports>

7) –Material Development (Talking Points, FAQs, Issue Briefs, PowerPoint presentations, etc.)

- To ensure that all items distributed from Government Affairs follow NAR brand guidelines, we have created the following templates that should be used when distributing any information outside of NAR. That includes materials to the Hill, Regulatory Agencies, NAR membership, and outside organizations. If you need help with formatting or have any issues, please contact Kara.
 - [NAR Portrait Word Template](#)
 - [NAR Landscape Word Template](#)
 - [NAR PowerPoint Template](#)

8) Meetings Support

- For any materials that will be distributed at Committee meetings or Forums at the Legislative Meetings or Annual Convention, Kara will serve as your point of contact. She will work with you to determine what the best format for your items are and whether or not the services of our vendor are needed.
- For the Legislative Meetings in May, Kara serves as the contact for design and printing of the Congressional talking points. Note, she works with an outside vendor to create these packets.

9) Communications with AEs and GADs

- If there are messages or materials that you want distributed to the AEs or GADs, contact John DiBiase and Kara. They will work with you to determine the best

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method to send the materials, help craft the message and distribute it through the appropriate channels.