ActiveComply®

# 2026 Profile Compliance Guide

Updated Jan 2026

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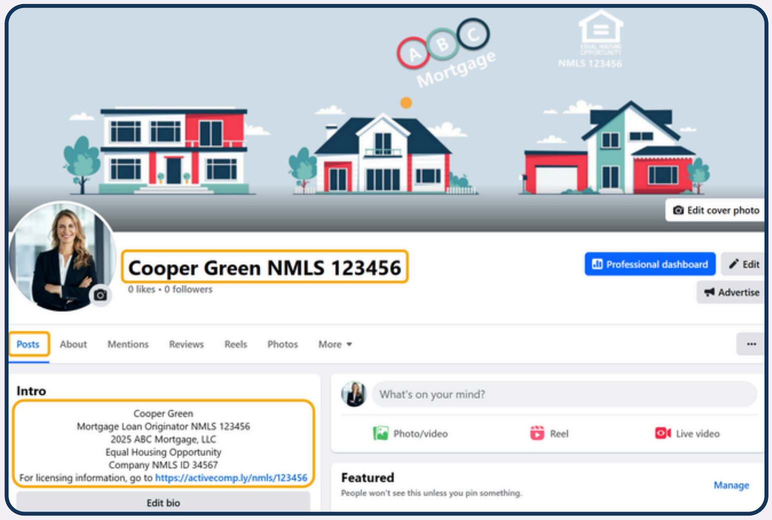
# FACEBOOK

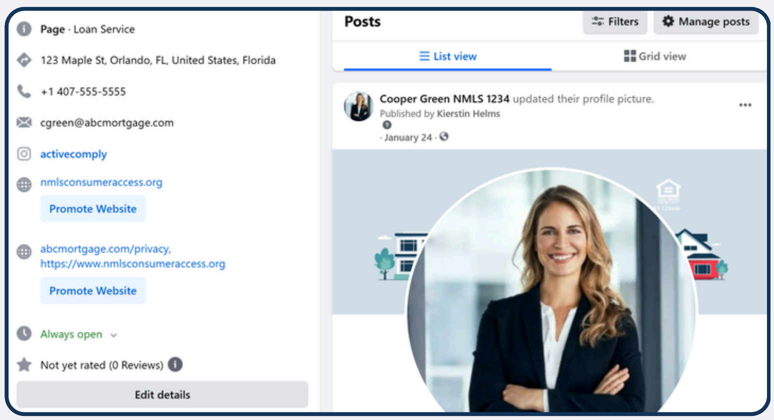
Watch Facebook Video Walkthrough

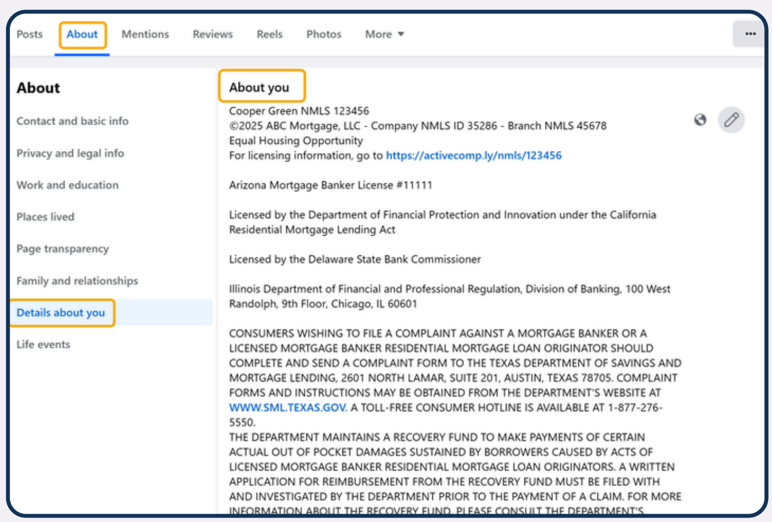
**NOTE**: BELOW IS AN OUTLINE FOR FACEBOOK'S NEW PAGES EXPERIENCE TEMPLATE. PLEASE CONSULT WITH YOUR MARKETING TEAM FOR ANY FIELD CHANGES.

- **Cover Photo:** Ensure you have a marketing-approved cover photo. Contact marketing if you need one created.
- **Profile Photo:** Use a business-appropriate profile photo.
- **Page Name (75 characters):** List your legal name as seen in NMLS and include your individual NMLS ID.
- **Intro (255 characters):** List Individual NMLS, Equal Housing information, Company Name, and Company NMLS.
- **Contact Info:** List your branch address, business phone number, & work email in the contact info section.
- **About You Section:** Include the following in the About You section:
  - Company name and DBA (if applicable)
  - Company NMLS
  - Branch NMLS
  - Individual NMLS
  - NMLS Consumer Access Link
  - Company's Legal Licensing Link (if applicable)
  - "Equal Housing Opportunity" or "Equal Housing Lender" (Depending on your institution type)
  - Include any applicable state specific licensing and disclosures

  * Consult with your marketing team for more information on these sections.
- **Category (REQUIRED):** select from "Mortgage Brokers" or "Loan Service" as applicable.
- **Websites:** Users may list multiple website links on the page. Users should include:
  - Company Website
  - Company Privacy Policy link
  - NMLSConsumerAccess.org
  - Other applicable state licensing links



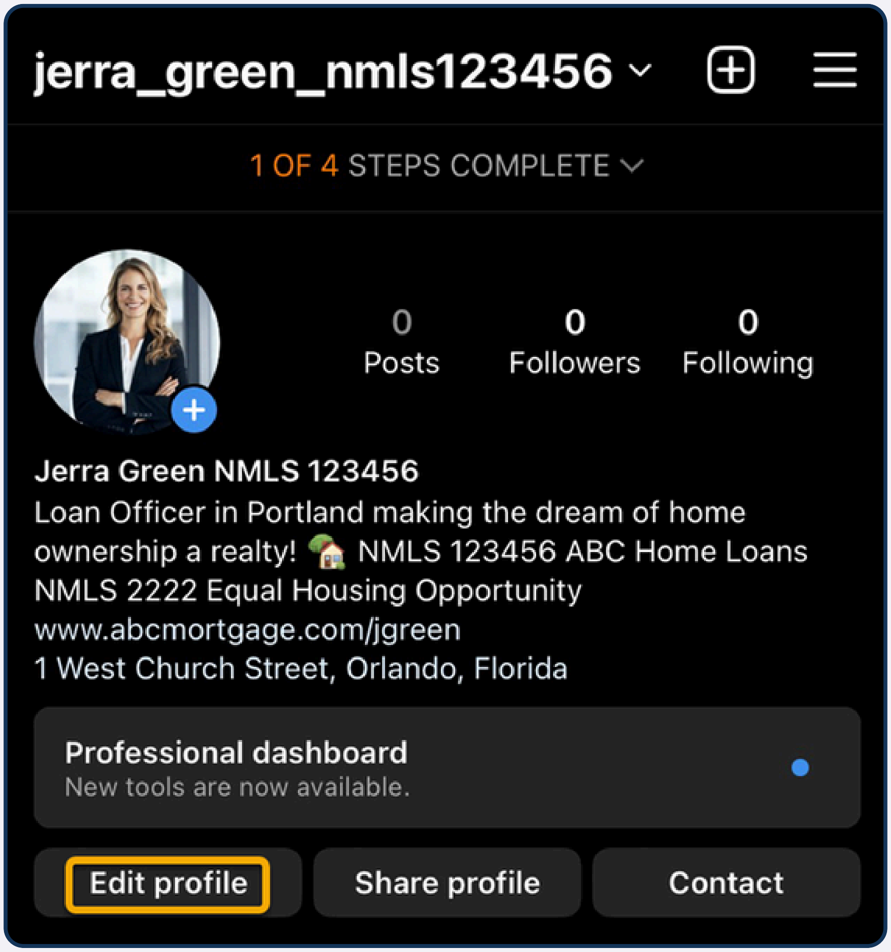

**TIP: Some Facebook accounts use default URLs like profile.php... instead of a custom name. When possible, use a custom URL for clarity and consistency.**

# INSTAGRAM

Watch Instagram Video Walkthrough

**NOTE:** BELOW IS AN OUTLINE FOR INSTAGRAM'S PROFESSIONAL ACCOUNT TEMPLATE. **TO ENSURE YOUR INSTAGRAM IS A "PROFESSIONAL ACCOUNT", CLICK HERE TO LEARN MORE**.

- **Profile Photo:** Use a business-appropriate profile photo.
- **Page Name (64 characters):** List your legal name as seen in NMLS and include your individual NMLS ID.
- **Contact Info:** Include a work email, applicable branch address, and business phone number in the contact info.
- **Bio Section (150 characters):** Instagram is considered a Limited Bio social media platform. In the Bio section include: *Company Name, Company NMLS, Individual NMLS, & "Equal Housing Opportunity"/"Equal Housing Lender"* verbiage depending on the institution type.
- **Website:** Only editable within the mobile app. Use approved company website link. Ensure that the linked website readily includes any applicable state specific licensing and disclosures. Consult with your marketing team for more information on these sections.



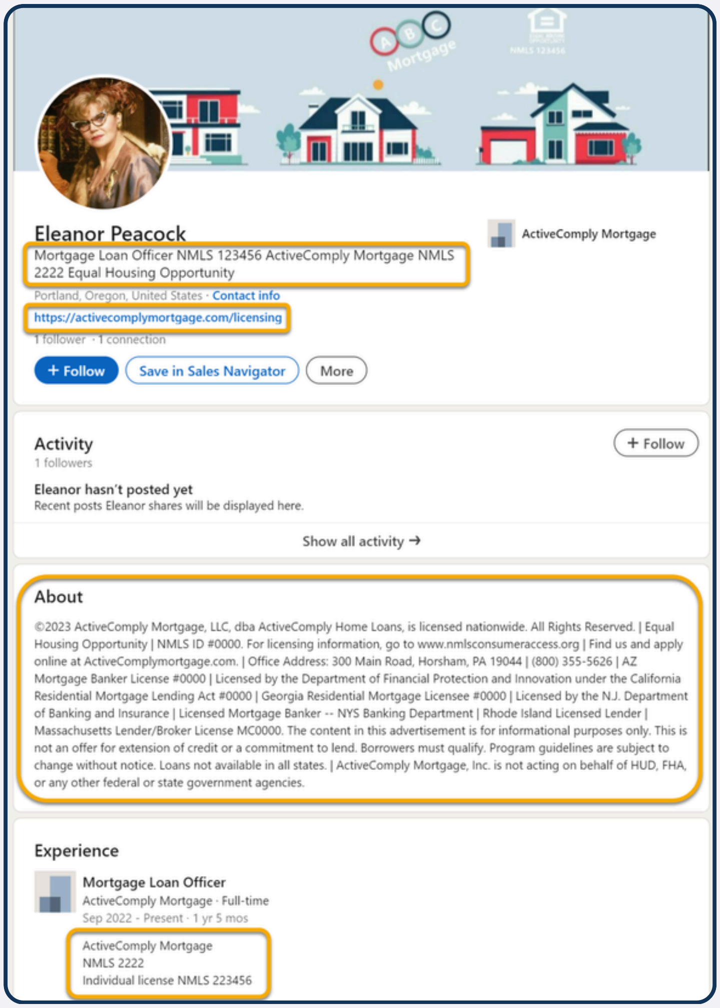
# LINKEDIN

Watch LinkedIn Video Walkthrough

**NOTE:** LINKEDIN IS GENERALLY REGARDED AS A B2B PLATFORM FOR BUILDING BUSINESS RELATIONSHIPS. USERS SHOULD BE MINDFUL OF WHAT ALL IS LISTED UNDER PRESENT EMPLOYMENT AND SHOULD ENSURE THAT NO OTHER DISPLAYED BUSINESS AFFILIATIONS COULD POSE A COMPLIANCE ISSUE.

- **Cover Photo:** Ensure you have a marketing approved cover photo. Contact marketing if you need one created.
- **Profile Photo:** Use a business appropriate profile photo.
- **Name:** Use legal name as reflected on NMLS consumer access.
- **Headline (220 characters):** List your legal name as seen in NMLS and include your individual NMLS ID.
- **Industry (REQUIRED):** "Financial Services" or another option as applicable.
- **Contact Info:** List a business phone number & work email in the contact info section.
- **Website:** Link to licensing page or personal landing page if licensing is present.
- **About You Section (2,600 characters):** Include the following in the About You section:
  - Company name and DBA (if applicable)
  - Company NMLS
  - Branch NMLS
  - Individual NMLS
  - NMLS Consumer Access Link
  - Company's Legal Licensing Link (if applicable)
  - "Equal Housing Opportunity" or "Equal Housing Lender" (Depending on your institution type)
  - Include any applicable state specific licensing and disclosures

  * Consult with your marketing team for more information on these sections.
- **Experience:** Users should ensure they are connected to their company's corporate LinkedIn Page.




**TIP:** turn on *Creator Mode* for more features.

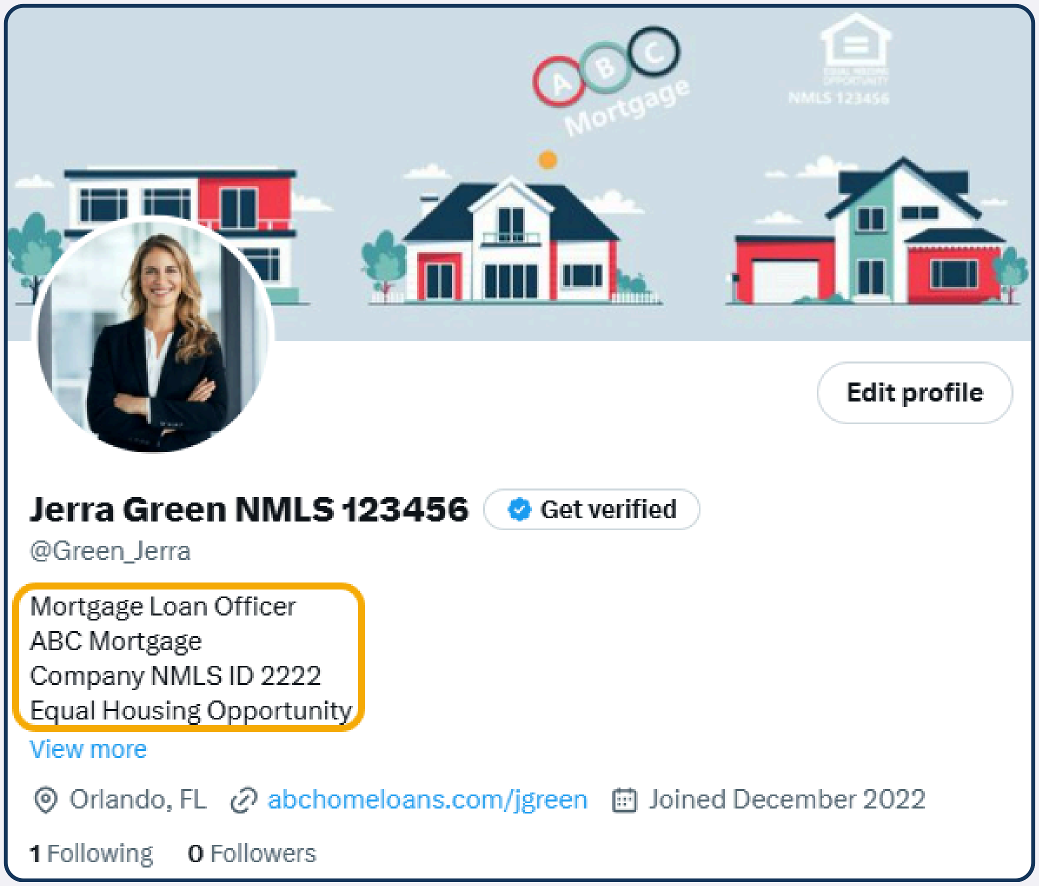
# TWITTER (“X”)

Watch Twitter ("X") Video Walkthrough

- **Profile Photo:** Use a business-appropriate profile photo.
- **Cover Photo:** Ensure you have a marketing-approved cover photo. Contact marketing if you need one created.
- **Page Name (50 characters):** List your legal name as seen in NMLS and include your individual NMLS ID.
- **Bio Section (160 characters):** In the Bio section include: *Company Name, Company NMLS, Individual NMLS, & “Equal Housing Opportunity”/”Equal Housing Lender”* verbiage depending on the institution type.
- **Expanded Bio (2,000+ characters):** Include the following in the extended bio section:

- Company name and DBA (if applicable)
- Company NMLS
- Branch NMLS
- Individual NMLS
- NMLS Consumer Access Link
- Company’s Legal Licensing Link (if applicable)
- “Equal Housing Opportunity” or ”Equal Housing Lender” (Depending on your institution type)
- Include any applicable state specific licensing and disclosures

- **Location (30 characters):** City and state may be included.
- **Website:** Use approved company website link. Ensure that the linked website readily includes any applicable state specific licensing and disclosures. Consult with your marketing team for more information on these sections.



# YOUTUBE

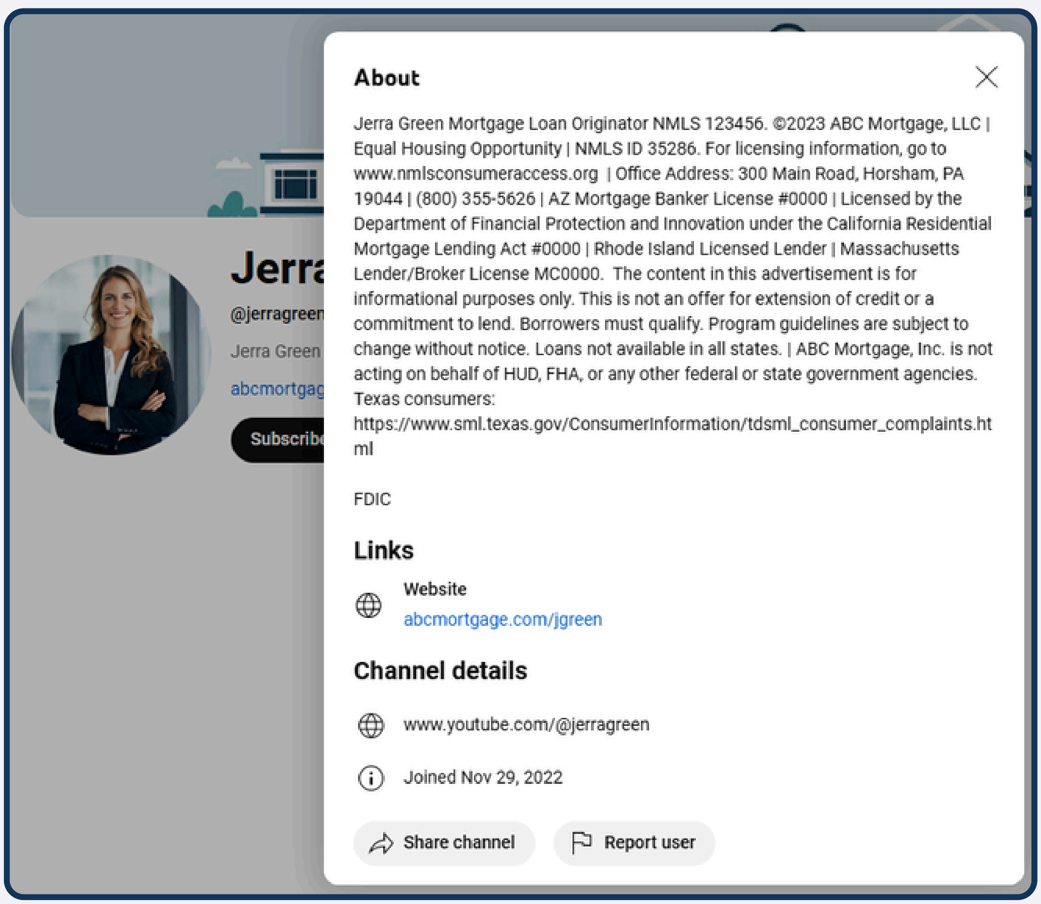
Watch YouTube Video Walkthrough

- **Profile Photo:** use a business-appropriate profile photo.
- **Banner Image:** Ensure you have a marketing-approved banner image. Contact marketing if you need one created.
- **Handle (30 characters):** Usernames can only contain letters and numbers. Changing your handle will also change your personal profile link.
- **Name (50 characters):** You can change your channel name twice in 14 days. List your legal name as seen in NMLS and include your individual NMLS ID.
- **Description Section (1,000 characters):**

- Company name and DBA (if applicable)
- Company NMLS
- Branch NMLS
- Individual NMLS
- NMLS Consumer Access Link
- Company's Legal Licensing Link (if applicable)
- "Equal Housing Opportunity" or "Equal Housing Lender" (Depending on your institution type)
- Include any applicable state specific licensing and disclosures

* Consult with your marketing team for more information on these sections.

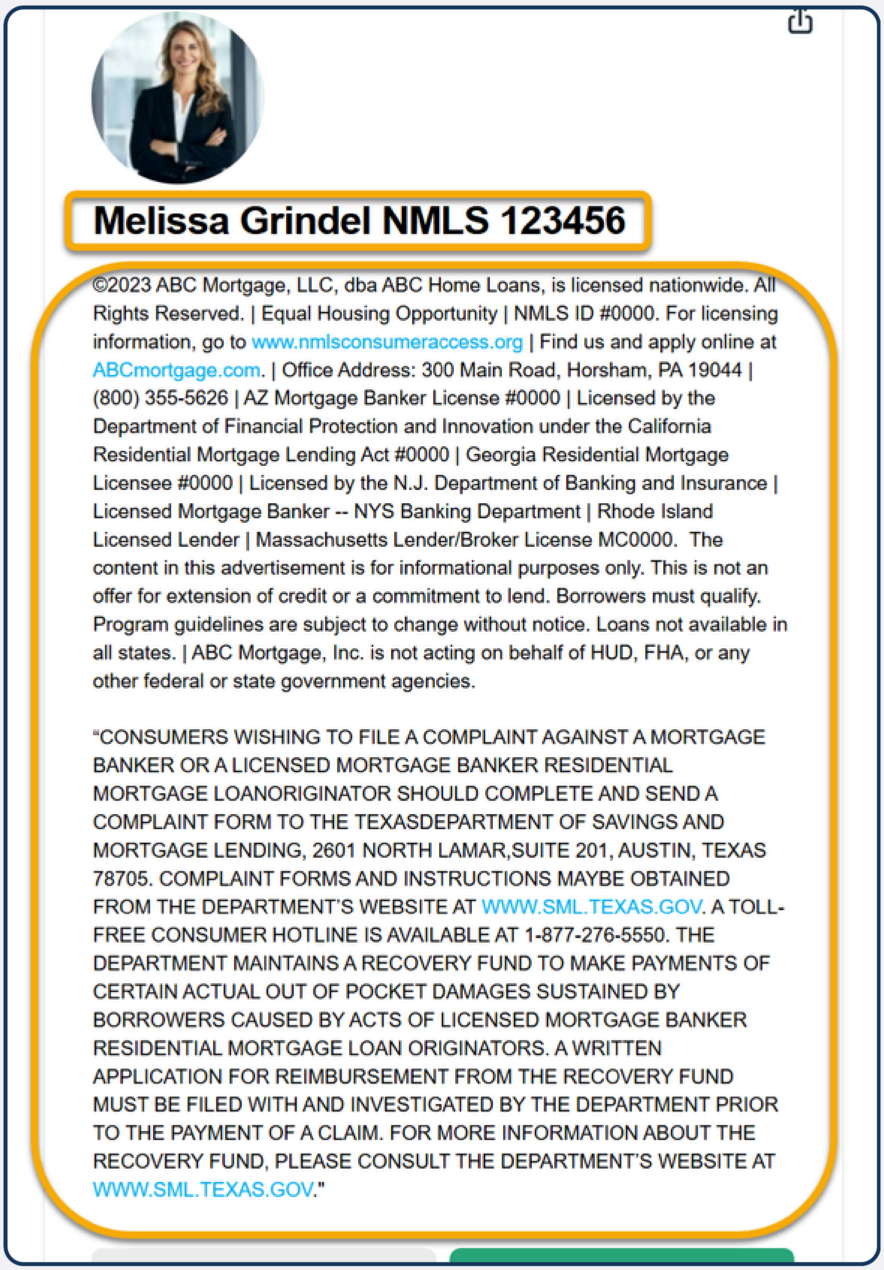
- **Links:** Users may list multiple website links on the page. Users should include links to approved company websites, nmlsconsumeraccess.org, and other applicable state licensing links.
- **Contact Info:** List a business email address.



# VIMEO

Watch Vimeo Video Walkthrough

- **Profile Photo:** Use a business-appropriate profile photo.
- **Name:** Use legal name as reflected on NMLS consumer access and include individual NMLS ID
- **About Section (over 2,000 characters):** Include the Company Name and DBA (if applicable), Company NMLS, Branch NMLS, the NMLS Consumer Access link, the Company's Legal Licensing Link (if applicable), & "Equal Housing Opportunity"/"Equal Housing Lender" verbiage depending on the institution type. Include any applicable state specific licensing and disclosures. Consult with your marketing team for more information on these sections.

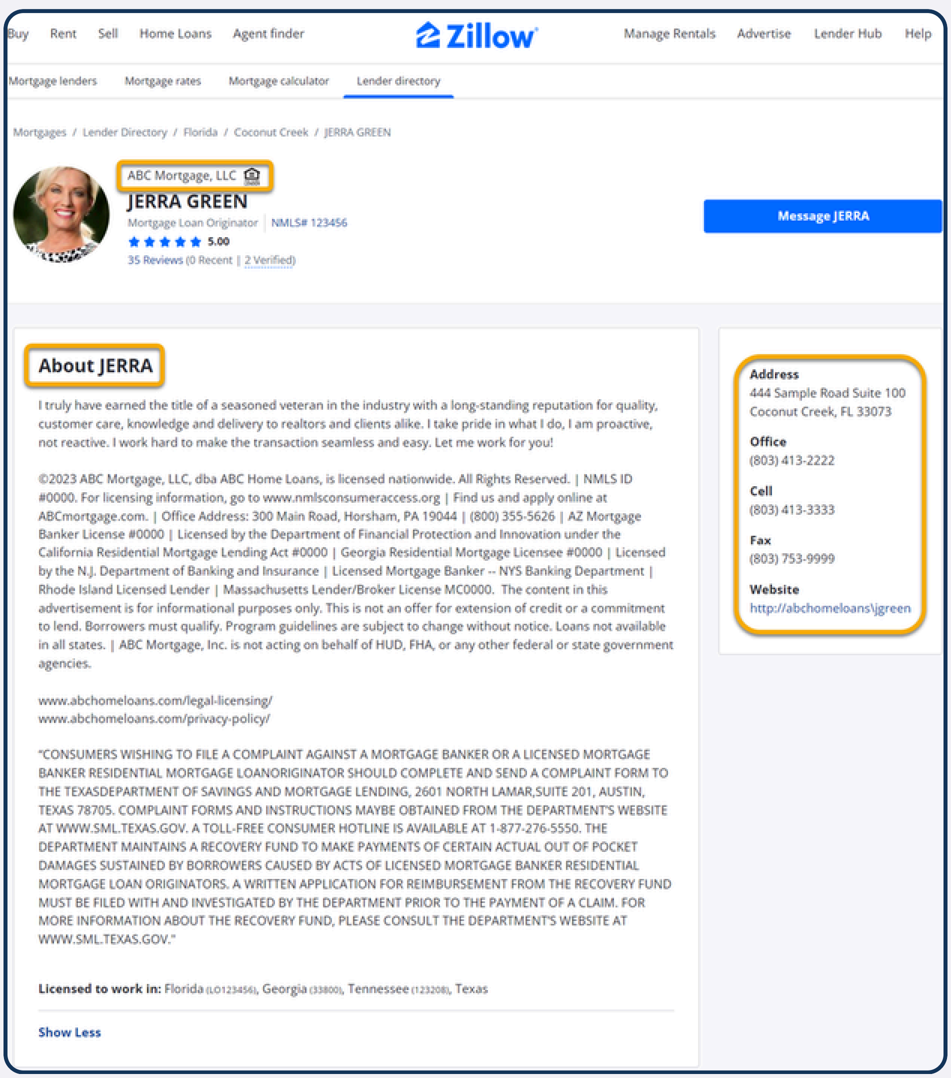


**NOTE:** Zillow's "Licensed to work in" section is pulled from information listed on NMLS consumer access. Zillow pages may only be created using a valid NMLS ID.

- **Profile Photo:** Use a business-appropriate profile photo.
- **Name:** Use legal name as reflected on NMLS consumer access.
- **Company:** Connect individual Zillow pages to the correct company Zillow page.
- **Disclosure Logo:** Select the logo for EHO, EHL, FDIC, as applicable.
- **Contact Info:** Include applicable branch address, business phone number, and approved company website link in the contact info.
- **About Section (over 2,200 characters):** Include the following in the About section:

- Company name and DBA (if applicable)
- Company NMLS
- Branch NMLS
- Individual NMLS
- NMLS Consumer Access Link
- Company's Legal Licensing Link (if applicable)
- "Equal Housing Opportunity" or "Equal Housing Lender" (Depending on your institution type)
- Include any applicable state specific licensing and disclosures

* Consult with your marketing team for more information on these sections.



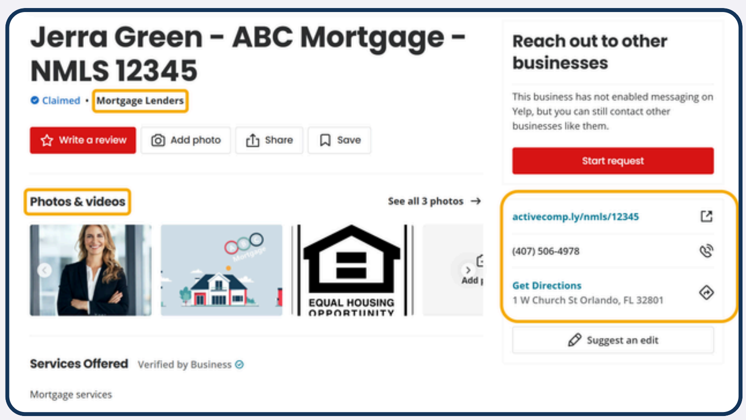
# YELP

Watch Yelp Video Walkthrough

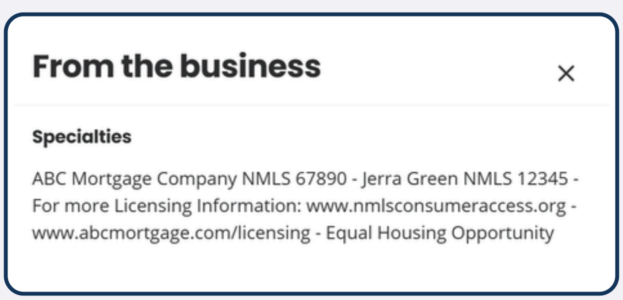
**NOTE:** Yelp accounts can be created by business owners OR by consumers wishing to rate the business. To claim an existing Yelp page, visit Yelp's help guide on claiming pages. Some features on Yelp, such as adding a "Logo" (a banner photo) or creating a Call-to-Action, will require payment.

- **Photos:** Upload a business-appropriate profile photo, the applicable Equal Housing logo, and any other company required images to the "Photos & Videos" section.
- **Business Page Name (75 characters):** List your legal name as seen in NMLS and include your individual NMLS ID.
- **Company:** Connect individual Zillow pages to the correct company Zillow page.
- **Disclosure Logo:** Select the logo for EHO, EHL, FDIC, as applicable.
- **Contact Info:** Include the applicable branch address, business phone number, and approved company website link in the contact info.
- **Specialties Section (1,500 characters):** Include the following in the Specialties section:
  - Company name and DBA (if applicable)
  - Company NMLS
  - Branch NMLS
  - Individual NMLS
  - NMLS Consumer Access Link
  - Company's Legal Licensing Link (if applicable)
  - "Equal Housing Opportunity" or "Equal Housing Lender" (Depending on your institution type)
  - Include any applicable state specific licensing and disclosures

  * Consult with your marketing team for more information on these sections.







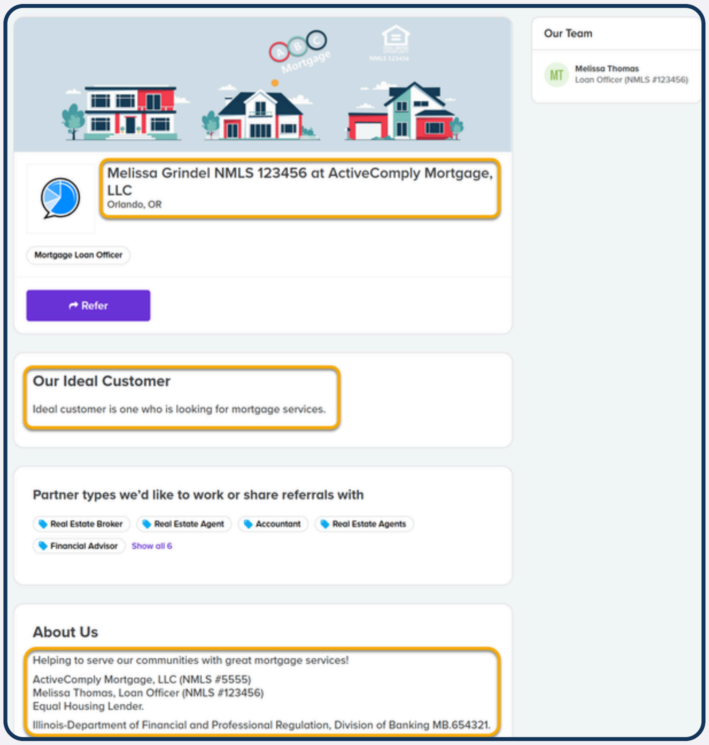

**TIP:** Yelp does not allow you to add full URLs to this section. Instead, please have any links begin with **www.** instead of http//.

# ALIGNABLE

Watch Alignable Video Walkthrough

**NOTE:** Alignable is described as a small business referral platform, and therefore poses some additional RESPA Section 8 concerns. Please see our article on The Mortgage Compliance Dangers of Alignable for more information.

- **Cover Photo:** Ensure you have a marketing approved cover photo. Contact marketing if you need one created.
- **Profile Photo:** Use a business appropriate profile photo.
- **Name (100+ characters):** Use legal name as reflected on NMLS consumer access, Individual NMLS ID, and Company Name.
- **Our Ideal Customer (1,000 characters):** Our Ideal Customer poses risks for fair lending concerns. Be sure to not include any demographic information or any statements that may imply redlining.
- **About Us (2,000+ characters):** Include the following in the About You section:
  - Company name and DBA (if applicable)
  - Company NMLS
  - Branch NMLS
  - Individual NMLS
  - NMLS Consumer Access Link
  - Company's Legal Licensing Link (if applicable)
  - "Equal Housing Opportunity" or "Equal Housing Lender" (Depending on your institution type)
  - Include any applicable state specific licensing and disclosures




**Note:** some fields may not be viewable on Alignable for non-users.

* Consult with your marketing team for more information on these sections.

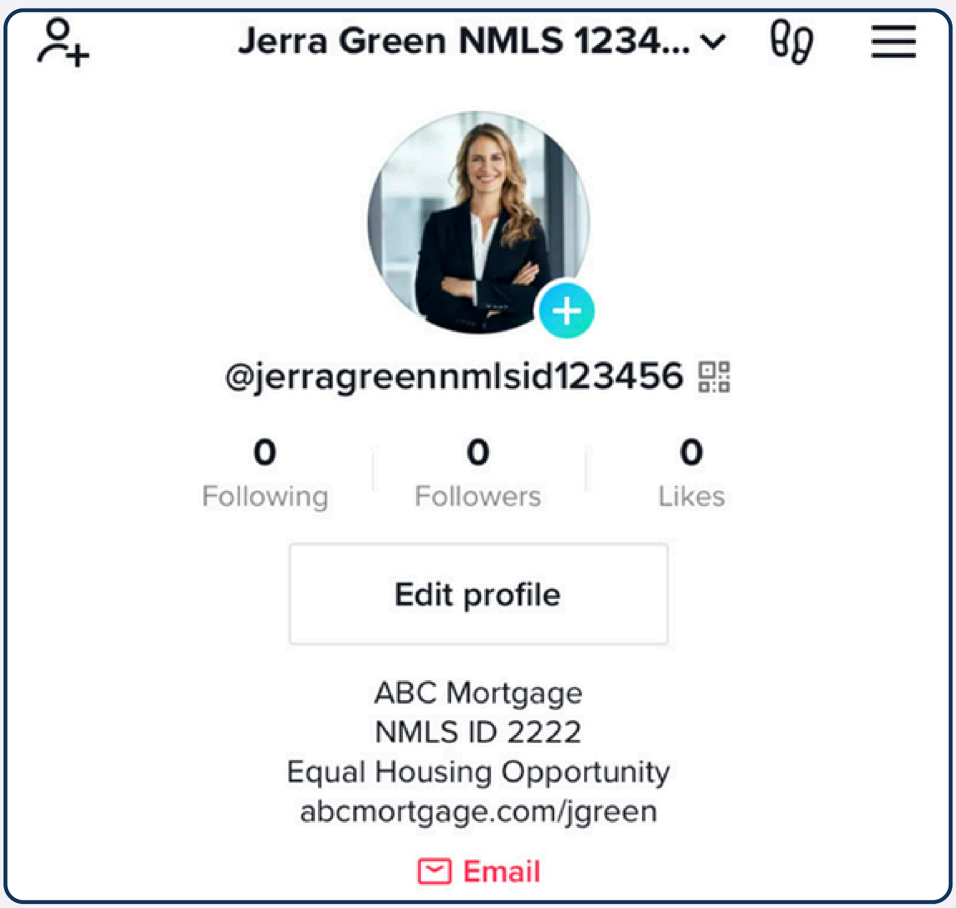
- **Contact Info:** List a business address, phone number & work email in the contact info section.
- **Website:** Link to licensing page or personal landing page if licensing is present.

# TIKTOK

Watch TikTok Video Walkthrough

**NOTE:** TikTok is a limited-bio social media account that grants users additional fields based on the pages follower counts or account type. Users must switch to a Business Account to gain specific features. For additional information, see our help doc on TikTok.

- **Profile Photo:** Use a business-appropriate profile photo.
- **Username (24 characters):** Usernames can only contain letters, numbers, underscores, and periods. Changing your username will also change your profile link.
- **Name (30 characters):** Also listed as a “nickname”. Your nickname can only be changed once every 7 days. List your legal name as seen in NMLS and include your individual NMLS ID.
- **Bio Section (80 characters):** TikTok is considered a Limited Bio social media platform. In the Bio section include: *Company Name, Company NMLS, & “Equal Housing Opportunity”/"Equal Housing Lender”* verbiage depending on the institution type.
  A URL may be typed in this section, but it will not be clickable.
- **Website:** This setting is only available to accounts with over 1,000+ followers or for accounts that complete the Business Registration process (included within the app) and are approved by TikTok.



ActiveComply®

Manage your compliance confidently with our full suite of **regulatory technology products.**

## ActiveComply® Social

Automate social media monitoring and corrective actions so you stay compliant without burdening staff.

## ActiveComply® Web

Monitor your websites to reveal (and manage) unauthorized or non-compliant content.

## ActiveComply® Inspect

**Events:** Simplify end-to-end event oversight from messaging to ROI and have at-the-ready compliance documentation.

**Inspections:** Capture branch and remote location information to satisfy regulator inspections.

## ActiveComply® Pre-Review

Reduce marketing compliance review times while minimizing risk and unlocking faster go-to-market strategies.

Access other free compliance resources at **www.activecomply.com**

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