SOCIAL MEDIA GUIDELINES

1.0 Preamble
2.0 Facebook
3.0 Twitter
4.0 Instagram
5.0 TikTok
6.0 Audio and Video Campaign Material
7.0 Emails
8.0 Websites
9.0 Additional Rules
CUSA Elections Office 2021

Alexa Camick
Chief Electoral Officer | Carleton University Student’s Association
elections@cusaonline.ca | www.cusaelection.com
SOCIAL MEDIA GUIDELINES

1.0 Preamble

Pursuant of section 14.6 of the Electoral Code, the CEO shall refuse any item if, in the opinion of the CEO, the Material contravenes the CUSA Constitution, Bylaws or Policies, is libelous, or if the Material does not clearly identify its originator(s).

All Candidates are expected to conduct themselves online, adhering to section 14.8 of the Electoral Code and all other relevant sections. Please note that given the extensive and pervasive nature of the internet, any posts perceived as libelous, offensive, or harassment will be treated with the utmost seriousness by the Elections Office. Any posts of this kind will not be tolerated.

Any and all social media Campaign Material must strictly adhere to the Electoral Code and Social Media Guidelines. Any violation of these rules and regulations, deemed by the CEO, will result in an immediate Electoral Offence and must be taken down immediately upon notification.

The CEO has the right to request user access of any social media Campaign page. This excludes personal social media accounts.

For every applicable social media platform, Candidates must tag the respective CUSA Elections account and use the hashtag #CUVote21.

Social media or any online presence may not be used as a means of SLANDERING (negative Campaigning) the opposition or REPORTING ELECTORAL OFFENSES. Candidates and Slates are not permitted to upload potential Electoral Offence evidence or post official electoral complaints on any social media accounts, or websites. If a Candidate or Slate is found uploading anything of this sort, it will result in an automatic Electoral Offence.

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2.0 Facebook

2.1 All Candidates and Slates must “like” the CUSA Elections Office on Facebook @CUelections. Please ensure when adding our account that it is for the current 2021 Election Period, as there are previous Elections accounts with similar names.
   i. All “pages,” “events,” and “groups” must be made public; and
   ii. All Candidates and Slates must add the CEO, Alexa Camick, as an Administrator of any “pages,” “events,” and “groups” that are created.

2.2 All Facebook “pages,” “events,” and “groups” must be public.

2.3 All Facebook account descriptions must include the hashtag #CUVote21.

2.4 All Candidates and Slates wishing to use Facebook may use their personal accounts.

2.5 Candidates and Slates are permitted to use Facebook so long as they abide by the following rules:
   i. The content of all Facebook “pages,” “events,” and “groups” must be approved by the Elections Office. Within the description of these “pages,” “events,” and “groups.” The link to the Elections Office web page, www.cusaelection.com, must be included.
   
   ii. Candidates and Slates may not, for any reason, “tag” opposing Candidates on Facebook in any material including, but not limited to, posts, captions and notes. This list is non-exhaustive.

2.6 Prohibited Facebook Activity includes:
   i. Posting in pre-existing Facebook groups for Campaigning purposes.
   ii. Posting on the official CUSA Facebook page.

2.7 All posted Facebook stories must clearly make visible the official elections hashtag #CUVote21 and must tag the Official CUSA Elections account (@CUelections).

2.8 All Facebook activity, including, but not limited to: profile pictures, banners, and pages must cease and be removed by February 5th, 2021 at 8AM.

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3.0 Twitter

3.1 All Candidates and Slates using Twitter accounts (personal or otherwise) must follow and be followed by the Elections Office (@CUelection) before they begin tweeting.

3.2 All Twitter accounts must be public.

3.3 All Twitter account descriptions must include the hashtag #CUVote21.

3.4 Candidates and Slates are permitted to use Twitter so long as they abide by the following rules:
   i. All Candidates and Slates wishing to use Twitter may create a new Twitter account for the Elections, or they may use their personal accounts.
   ii. Each Candidate and Slate is entitled to one Campaign Twitter Handle.
   iii. Tweets must include:
      a. The Candidate’s full name as it appears on the ballot,
      b. The position they are Campaigning for,
      c. The Slate of whom they are affiliated (if applicable),
      d. The hashtag #CUVote21, and
      e. Tag the CUSA Elections account on the tweet (@CUelections)
   iv. Candidates and Slates may not tweet at or regarding opposing Candidates.

3.5 All posted Twitter Fleets must clearly make visible the official elections hashtag #CUVote21 and must tag the Official CUSA Elections account (@CUelections)

3.6 All Twitter activity related to CUSA Elections Campaigning must cease by February 5th, 2021 at 8AM. This includes deactivating any CUSA Elections Twitter accounts.

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4.0 Instagram

4.1 All Candidates and Slates using Instagram accounts (personal or otherwise) must follow and be followed by the Elections Office (@CUelections) before they begin posting.

4.2 All Instagram accounts must be public.

4.3 All Instagram account descriptions (e.g. biography) must include the hashtag #CUVote21.

4.4 Candidates and Slates are permitted to use Instagram so long as they abide by the following rules:
   i. All Candidates and Slates wishing to use Instagram may create a new Instagram account for the Elections, or they may use their personal accounts.

   ii. Each Candidate and Slate is entitled to one Campaign Instagram Handle.

   iii. Instagram posts must include:
       a. The Candidate’s full name as it appears on the ballot,
       b. The position they are Campaigning for,
       c. The Slate of whom they are affiliated (if applicable),
       d. The hashtag #CUVote21, and
       e. Tag the CUSA Elections account on the post (@CUelections)

   iv. Candidates and Slates may not post regarding opposing Candidates.

4.5 All posted Instagram stories must clearly make visible the official elections hashtag #CUVote21 and must tag the Official CUSA Elections account (@CUelections)

4.6 All Instagram activity related to CUSA Elections Campaigning must cease by February 5th, 2021 at 8AM. This includes deactivating any CUSA Elections Instagram accounts.

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5.0 TikTok

5.1 All Candidates and Slates using TikTok accounts (personal or otherwise) must follow and be followed by the Elections Office (@CUSAElections) before they begin posting.

5.2 All TikTok accounts must be public.

5.3 All TikTok account descriptions (e.g. biography) must include the hashtag #CUVote21.

5.4 Candidates and Slates are permitted to use TikTok so long as they abide by the following rules:

   i. All Candidates and Slates wishing to use TikTok may create a new TikTok account for the Elections, or they may use their personal accounts.

   ii. Each Candidate and Slate is entitled to one Campaign TikTok Handle.

   iii. Tiktok posts must include:

      a. The Candidate’s full name as it appears on the ballot,
      b. The position they are Campaigning for,
      c. The Slate of whom they are affiliated (if applicable),
      d. The hashtag #CUVote21, and
      e. Tag the CUSA Elections account within the caption (@CUSAElections)

   iv. Candidates and Slates may not post regarding opposing Candidates.

5.5 All Tiktok activity related to CUSA Elections Campaigning must cease by February 5th, 2021 at 8AM. This includes deactivating any CUSA Elections Instagram accounts.

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6.0 Audio and Video Campaign Material

6.1 Videos

i. The use of Audio/Video Campaign Material is permitted. This includes but is not limited to YouTube videos, flash on websites, Campaign songs, etc. This is subject to the discretion of the CEO, all Audio/Video Campaign Material needs to be approved and must be sent to elections@cusaonline.ca.

6.2 Campaign Songs

i. The use of Campaign songs are permitted, but will be restricted at the All Candidates Debate. The purpose of limiting the use of music to the debate is to avoid any disturbances.

ii. Campaign songs are not required to be an original song created for the purpose of Campaigning. Any song is permitted, as long as it does not promote any heinous language and/or behavior. The Elections Office requests that Candidates and Slates wishing to use Campaign songs email elections@cusaonline.ca for approval.

6.3 Youtube

i. All Candidates and Slates wishing to use Youtube may create a new Youtube channel for the Elections, or they may use their personal accounts.

ii. Youtube channels must be registered and be approved by the CEO by sending the material to elections@cusaonline.ca.
SOCIAL MEDIA GUIDELINES

7.0 Emails

7.1 Pursuant to section 14.7 of the Electoral Code, emailing students via their personal or Carleton emails, may not be used for Campaign purposes under any circumstances.

7.2 Candidates are not permitted to email professors, speak during class, and/or send an email to other students within the class.

8.0 Websites

8.1 Candidates are allowed the use of any freely accessed Internet site for Campaigning purposes however; the CEO must have access to them.

8.2 All individual Candidates and Slates must seek approval of their domain and website to the CEO, prior to the website being published. Websites shall not be published prior to the commencement of the campaign period.

8.3 Website design may be done by volunteers, provided these volunteers are Members of CUSA. As such, website design in this context will not count as an expense. Otherwise, committees must have their websites designed professionally and pay out of their perspective budgets accordingly.

8.4 The use of paid advertisements is permitted, however they must be done via social media accounts created for the Candidate or Slate which are approved by the Elections Office. All paid advertisements must also be indicated in the Candidates’ expense reports. Invoices must be downloaded and submitted with the Campaign expense report as proof.

   i. It is the responsibility of each Candidate or Slate to ensure that paid advertisements are not distributed outside of the Campaign Period

8.5 Please note that all websites must be taken offline as of February 5th, 2021 at 8AM.

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9.0 Additional Rules

9.1 “Mass-messaging” is defined as using robots, servers, apps, or any other automated services to send programmed messages to numerous students at the same time, or within a close timeframe.
   i. A “close timeframe” is defined by the CEO’s discretion on a case-by-case basis.

9.2 Any and all candidates cannot be, or be perceived to be, mass-messaging students under any circumstances. Mass-messaging will result in an automatic Electoral Offence.

9.3 Campaigning to individuals by phone calls are permitted so long as they adhere to the following:
   i. The individual receiving the phone call must explicitly consent to being called.
   ii. Unsolicited phone calls are strictly prohibited.

CUSA Elections Office 2021

Email: elections@cusaonline.ca
Website: www.cusaelection.com
Facebook: @CUElections
Instagram: @CUElections
Twitter: @CUElection
TikTok: @CUSAElections

A. Camick
Alexa Camick
Chief Electoral Officer