




## Notice Regarding Campaigning

### Use of CSEA Logo

Use of the CSEA Logo  on any campaign material is strictly prohibited. Candidates are reminded not to use any Region, AFSCME, Local or Unit Logo either, as the use of such symbols improperly conveys the approval or endorsement of the entity behind the Logo.

### Use of Union and/or Employer Funds Strictly Prohibited

1. Neither a union nor any employer may contribute “funds,” meaning money or anything of value (such as the use of facilities, equipment, or supplies) to promote the candidacy of any individual in a union election.
2. The restriction on the use of union funds applies to all moneys received by the union by way of dues, assessment, or similar levy.
3. This prohibition applies to any union and any employer, not just the union conducting the election or an employer of that union's members. For example, it is improper for a candidate to have campaign literature duplicated free of charge on a copy machine at a small business regardless of who owns the business.
4. Any expenditure of union or employer funds on behalf of a candidate, even if the amount is small, is a violation of federal law. This includes “personal” funds of persons who are “employers” in any form or manner.
5. The use of union/employer funds or facilities is a violation of federal law even if candidates do not know about or approve of the use.
6. The prohibition against the use of union and employer funds applies to direct and indirect expenditures, including:
  - a) Campaigning on paid union time or work time. This means that incumbents on full time release need to utilize vacation and/or personal time for campaigning.
  - b) Use of union/employer owned or leased equipment such as telephones, computers, fax machines, copy machines, and cars.
  - c) Use of union/employer supplies such as stamps, paper, and envelopes.
  - d) Use of union employees/employer staff to prepare or distribute campaign literature while on union time/employer time (unless this service is offered to all candidates).
  - e) Use of the union letterhead and/or union or subdivision logo.
  - f) Use of union membership lists or employer lists for campaign mailings.
  - g) Use of union/employer property or facilities.
  - h) Printing articles or letters which support or criticize an individual's candidacy in a union or employer newspaper or publication.
  - i) Giving free services or special discounts to a candidate customer such as printing, photocopying, etc.
7. The prohibition against the use of union funds includes the use of union staff for any candidate's purpose or campaign. (Union staff may be used for neutral purposes of supporting the election process.)

## **Social Media**

With the proliferation of social media outlets, candidates must insure that their use of social media for campaign purposes does not run afoul of the law, rules and regulations. While it would be impossible to list every type of impermissible use, here is an illustrative list:

1. Post campaign materials, messages, etc. on the Union's (whether it be the Association, Region, Local, or Unit) official webpage or Facebook page.
2. Post campaign materials, messages, etc. on any employer website, Facebook page, etc.
3. Create a campaign Facebook page or personal Facebook page and utilize the CSEA logo as a banner or the "cover photo" as that term is used on Facebook.
4. Post on a campaign page or personal page any campaign materials that utilized union or employer funds to produce them.
5. Post on any social media campaign materials or statements while on union or employer time.
6. Make an endorsement as an officer in the officer's official CSEA capacity on a social media platform.

It would be good practice to regularly monitor posts to a candidate's social media platform for content that is posted by others that could be a violation of the election rules. To that end, candidates are responsible for posting settings, that is, settings that allow others to post to the candidate's platform without approval.

## **Access to Constituency**

Candidates running for CSEA election are entitled to equal access to their constituency for campaign purposes under the law. A candidate coming into a local or unit should give advance notice to the local president or unit president, as appropriate, of his/her intention to be in the area.

Such notice is not deemed as seeking or requiring permission but is intended to respect the local/unit relationship with the employer and to insure compliance with any employer rules applicable to union electioneering or presence at the worksite.

Upon notice of a candidate's intention to visit an area, such local or unit president or his/her designee should notify the candidate of any employer-required protocol for access to the worksite.

## **Inspection of Membership List**

Every duly qualified candidate has the right, once within thirty (30) days prior to the election, to inspect a list of names and last known home addresses of all members entitled to vote in the particular election. The right of inspection does not include the right to copy the list. Requests to examine the list shall be made to the Chairperson of the Statewide Election Committee, who will arrange for the review. All requests by candidates to inspect the membership list shall be honored as of the date set forth in the approved election schedule. The review of the list shall take place at CSEA Headquarters or such other place as the Statewide Election Committee shall designate.

## **Fund-Raising**

A candidate is prohibited from utilizing union or employer funds to facilitate fund-raising activities. This prohibition includes:

- a) Use of union/employer computers or copy machines to produce or duplicate notices of fund-raising events.
- b) Use of union/employer telephones/fax machines/e-mail systems, etc., to solicit contributions.
- c) Sale of raffle tickets or solicitation of contributions while on an employer's time or while on union time.