

ASI Election's Social Media Policy

California State University, Stanislaus
Associated Students, Inc.

1.0 Digital Campaigning

- 1.1 Electronic Campaign Material is defined as any digital material used to promote the candidate themselves. Examples include but are not limited to digital flyers, online platforms, and social media.
- 1.2 Electronic marketing on campus shall be in accordance with the approved ASI Social Media Policy.
- 1.3 No candidate may campaign before the established election campaigning date; this date is established each year by the Election Committee.
- 1.4 Digital Campaigning is allowed. However, the following rules will apply:
 - 1.4.1 Candidates cannot send unsolicited mass emails/correspondence to students or faculty.
 - 1.4.1.1 The only exceptions are when clubs and/or organizations, who have formally endorsed a candidate, may send out emails to people on their emailing list.
 - 1.4.2 Use of campus telephones for solicitation of votes is strictly prohibited.
 - 1.4.3 Campus computing resources (i.e. myCSUSTAN, campus websites, CSUSTAN Mobile App, CSUSTAN networks, etc.) cannot be used for campaigning regarding specific candidate.
 - 1.4.3.1 Candidate statement, platform, list of leadership experience, and photo (optional) may be posted to the ASI website.
 - 1.4.3.2 The use of academic student portals (i.e. Blackboard, Canvas, etc.) as a means of campaigning is prohibited.
 - 1.4.4 Internet resources may be used if they do not impede the educational process of any students, or violate any California Educational Code, CSU Policy, and/or local, state or federal laws, ordinances or regulations.
 - 1.4.5 To avoid the perception of organizational endorsement, placement of the ASI logo, ASI entity logos, or Stan State logos (including but not limited to the formal Stanislaus logo, Stan State spirit logo, and University seal) are not permitted on printed and electronic campaign materials.
- 1.5 The Elections Chair or designee has the authority to take reasonable and appropriate action against what is deemed to be inappropriate or unfair campaign material/activity only after the distribution/exercise.

2.0 Social Media Campaigning

- 2.1 The use of social media is acceptable as long as the posting is related to the guidelines below:
 - 2.1.1 Profanity, vulgarity, and any form of defamation will not be tolerated, including via social media. Any such online materials must be removed and the candidate(s) may be disqualified.
 - 2.1.2 Because candidates have the ability to delete offending content from their profile pages, candidates shall be considered to be responsible for any text, images, audio, or media of any kind posted by themselves or by others, including tags, on their profile pages. The

acceptable time frame to remove offensive content from pages shall be determined by the Elections Committee.

- 2.1.3 Comments shall not be abusive, libelous/slanderous, or in any way deleterious to competitors, competitor's campaign members, or any other person or organization. Candidates are reminded that websites are considered to be public documents.
- 2.1.4 While not prohibiting such action, the Committee would like to strongly urge candidates and supporters to refrain from posting on the sites of opponents.
- 2.1.5 The creation of artificial profile pages for the purpose of misleading potential voters or for discrediting opponents shall result in immediate disqualification, subject to action by the Elections Committee.
- 2.2 Social networking websites (including, but not limited to, Instagram, Facebook, Twitter, etc.) shall be allowed for use in campaigning pursuant to the following conditions:
 - 2.2.1 Content shall be defined as any material (including, but not limited to text, audio, and video) which exists on any given page and is under any reasonable amount of control by the candidate/site profile owner. Candidates are thus not responsible for advertisements automatically inserted into the site by the host or site structural elements that are determined by the host or host policy.
 - 2.2.2 'Host' shall be defined as the company which operates the root domain (including, but not limited to, facebook.com, etc.) and/or with which the profile holder has entered into a use agreement.
- 2.3 Candidates are encouraged to be as creative as possible with these and other established election or University guidelines. Campaigning, advertising and marketing using electronic media such as Internet or social media will be held to the same standards of accountability as all other means of campaign communication.
 - 2.3.1 Any copyrighted media content shall be used with authorization from the copyright holder and in accordance with any applicable laws. All content on candidate's pages is subject to the agreements appropriate to each site. The Associated Students, Inc. makes no claim to supersede or override such agreements.
- 2.4 Campaigning shall not be allowed on sites that forbid campaigning.
- 2.5 Messaging and posting on social networking sites shall be permitted. Messages on social networking sites are not considered emails.
- 2.6 Usernames on social networking sites shall be appropriate and in accordance with these Rules.
- 2.7 Candidates may post a direct link to their social network profile on their campaign materials.
- 2.8 No candidates or campaign members can distribute any device that can be used for voting.
- 2.9 All forms of elections media are subject to the rules and regulations of the ASI Election Code.