

## **Clarification of Election Board statement regarding social media activity:**

From this point forward: the Board recognizes that candidates may post on their personal pages to reflect their everyday lives, but candidates may post campaign-related materials *only* on the newly established campaign page. The only post allowed on a personal platform with reference to campaigning in any way is the first initial announcement of candidacy, which can reference a newly established campaign page. Candidates are also allowed to link their campaign pages in bio/descriptions of personal pages.

*Clarification 1: The initial post of candidacy is allowed if it was posted on or after the official opening of campaign season (Friday Feb. 24, 2017 0800 am). This includes changing personal profile pictures and a brief bio statement with intent to run and redirect to official campaign page. All platform discussions and any other campaign specific announcements/posts etc. are prohibited on personal pages. Personal pages are just to remain personal everyday life activities and blatant campaign activities on personal pages can and will be considered a violation.*

*Candidates may not share a post from their campaign page to their personal page, with the exclusion of a link in bio to their campaign page.*

*Candidates must remove any sharing of official campaigning from the personal pages.*

Candidates are required to create new social media accounts for campaigning instead of converting personal pages or pre-existing campaign pages.

A new campaign page that was created on first day of campaigning with zero followers will be allowed.

*Clarification 2: During the mandatory meetings before official campaigning kicked off, it was encouraged and recommended to ALL candidates running for a position to create a new social media platform that was to be used for all campaigning purposes. The right was given to every candidate to post an initial announcement (via Facebook, Twitter, Instagram, etc.) on their personal pages, to announce their candidacy. The initial postings were to include a link to their new platforms; thus to allow any person viewing the opportunity to opt in for further information. The spirit of this announcement is to allow each candidate regardless of office or position of candidacy the same starting point of 0 “followers” on all social media platforms to discourage any unfair advantage with regards to amount of “followers” of each candidate.*

Candidates are allowed to make 1 official post stating the announcement of their campaign and after that must refer all campaigning posts to their new candidate campaign pages.

*Please refer to clarification 1.*

If candidates currently have official campaign posts on their personal social media posts, except for the initial announcement of their candidacy, they have until 5 p.m. Sunday, March 5 to have the posts removed and moved to their official campaign page if they please.

For further clarification, please refer to the violation reports released on February 24 and March 3 and information given at the candidate training sessions