



Elections SSMU
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Media & Online Campaigning Regulations 2018

As per Section 5.9 of the SSMU's Internal Regulations of Elections and Referenda (IR's), the Chief Electoral Officer (CEO) must release additional regulations regarding the use of online campaigning by candidate and referendum Campaign Committees (CC's).

Please note that while the following rules are binding, they are **not** an exhaustive list of all rules surrounding the use of internet platforms to promote campaigns. CC's are responsible for following all guidelines outlined in the Internal Regulations of Elections and Referenda, and for reaching out to the CEO or Deputy Electoral Officer (DEO) should they be unclear about certain provisions. For existing regulations regarding online campaigning, CC's must pay particular attention to Section 5 (p. 20-21) of the IR's.

1. Any CC member **may**, on their *personal accounts*, post messages of support for or opposition to of CC's, as well as change their profile and timeline pictures to support CC's.
 - a. All campaign profile/timeline pictures supporting a CC must be taken down before the end of the campaign period.
 - b. Failure by CC's to make all reasonable efforts to ensure that this is done may be subject to sanction.
 - c. Posts, messages and comments, however, **do not** have to be taken down at the end of the campaign period.
2. CC's for candidates **may not** approach on- or off-campus media (CKUT, Bull & Bear, etc.) —or any member thereof—for the purposes of promoting their own campaigns or undermining their opponents'.
 - a. The CEO will provide CC's contact information to all campus media so they may contact candidates as they wish.
 - b. Yes/No Committees **may** write letters to the editors, but they must be published (both in print and online) by the end of the campaign period; and the decision to publish – or not publish – is entirely up to the publication itself.
 - c. CKUT and TVM **may** endorse a CC (in accordance with the IR's), but cannot explain why they are choosing to endorse.



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3. SSMU or CC Members **may not** post messages of support for or opposition to CC's on *private social media groups or listservs* that are not accessible to all other SSMU members using the same social media platforms (eg. A club social media page that only club members have access to).
 - a. Should a club or other campus organization choose to publicly endorse or oppose a CC (in accordance with the guideline in the IR's), it **may** use its available social media platforms to do so, so long as any message is communicated by the organization itself rather than an individual leader or member.
4. CC's **may** use their campaign budgets to fund online advertisements, so long as they use advertising systems available to all other CC's (eg. Facebook's targeted advertising).
 - a. CC's **may not** use private connections—or any means not available to other CC's—to obtain any advantageous deals for social media advertising of any form.
 - b. CC's **must** maintain a record of all spending on such advertising to be made available to the CEO and on their public spending report.
 - c. Any spending on social media advertising that exceeds a CC's permitted budget will be cause for **strict** sanction, as determined by the CEO.
5. Discriminatory, violent, or vulgar social media communications by any CC member or its supporters will be cause for sanction against said CC, as determined by the CEO.
 - a. Should a CC be responsible for, or itself face, any such communications, it is the CC's **duty** to report said communications and provide any possible proof (eg. via screenshot) to the CEO or DEO in a timely manner.
6. CC Members **may** comment on and respond to any campaign-related communications from other CCs to voice both support or disagreement, so long as they remain respectful of all other CC's and candidates.
 - a. CC Members **may not** "spam" other CC's social media feeds or platforms. Such activity may be subject to sanction by the CEO, and must be reported to the CEO or DEO, along with any possible proof, in a timely manner.



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- b. Any comments made on a CC's social media platform **may** be removed by the CC's social media administrators as they see fit.
- 7. Candidate **may not** make references to their candidacy or campaign in any form on their public social media platforms outside of the campaign period.
 - a. Mentioning their candidacy in private messages, as well as working to recruit committee members via personal messaging is permitted.
- 8. Unsolicited messaging to non-CC members by CC members is **categorically prohibited**.
 - a. This **includes** having CC members encourage their Facebook friends to vote for their preferred candidate or encouraging them to vote in the election in any way.
 - b. This **includes** sending emails or texts or any kind on behalf of a campaign to encourage voting or give updates about a campaign. Messages may only be sent to people who have explicitly expressed wanting to be notified of updates or wanting to receive messages from a CC.
 - c. Facebook invites are **not prohibited**. CC members may create Facebook events and invite their Facebook friends.