

## **Guidelines to the Usage of Online Social Network for ASI Elections**

1. The use of email is permitted, with the following stipulations: Excessive e-mailing will not be permitted. Excessive emailing will be determined to be a form of spamming in which a disruptive message is sent to email accounts of persons the sender does not know. All emails sent shall include an opt-out method for recipients to inform the sender not to send future email messaging, and all opt-out requests shall be honored by the sender. Emails cannot be sent through campus listserv for the purpose of campaigning
2. Social networking websites (including, but not limited to Facebook, Twitter, Snapchat, Instagram, LinkedIn, etc.) shall be allowed for use in campaigning pursuant to the following conditions:
  - A. The following definitions shall be used in consideration of these rules:
    - i. 'Content' shall be defined as any material (including, but not limited to text, pictures, 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 guidelines.
    - ii. 'Host' shall be defined as the company which operates the root domain (including, but not limited to the following: facebook.com, twitter.com, linkedin.com etc.) and/or with which the profile holder has entered into a use agreement.
  - B. Campaigning shall not be allowed on sites that forbid campaigning.
  - C. Electronic Campaigning shall not be abusive, libelous/slanderous, or in any way deleterious to competitors, competitors campaign members, or any other person or organization associated with ASI or the Elections process. Candidates are reminded that websites are considered public documents.
  - D. Candidates shall be considered responsible for any text, images, audio, or media of any kind posted by themselves or by others on their profile pages and campaign related sites. Any potential violations of these guidelines need to be removed within 24 hours of posting.
  - E. The creation of artificial profile pages for the purpose of misleading potential voters or for discrediting opponents may result in immediate disqualification or other disciplinary by the Elections Committee.
  - F. 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.
  - G. Comments need not be submitted to the Elections Committee beforehand for approval.
    - i. Comments shall not be abusive in nature.
    - ii. It is prohibited to post on sites of other candidates.
  - H. The creation of groups within the social networking sites shall be allowed, pursuant to the restrictions and provisions outlined in these guidelines.
  - I. Messaging and posting on social networking sites shall be permitted. Messages on social networking sites are not considered e-mails.
  - J. User names on social networking sites shall not be abusive, libelous/slanderous, or in any way deleterious to other candidates.
  - K. Candidates may post a direct link to their social network profile on their campaign materials.
3. All forms of elections media are subject to the rules and regulations of the ASI Election Code and the Code of Conduct.