elections board
UCLA UNDERGRADUATE STUDENTS ASSOCIATION (USA)

Social Media Cheat Sheet

All campaign related posts, messages, etc. uploaded by **candidates or their senior campaign agents who are registered with the Elections Board as stipulated by Election Code Art. 5.2.1.f**, regardless of whether or not they include images/graphics, must be appropriately tagged. The use of the hashtag (#bruinsvote) is suggested by the Elections Board Chair.

All candidate and campaign supporters' posts, reposts, and shares are encouraged by the Elections Board to include this **short disclaimer:** "Visit uclaelectionsboard.org for more information and its IG/FB social media platforms @uclausaeboard".

This is not a complete list of all the rules and regulations possible; please refer to the Social Media Regulations and the Elections Code for a more detailed outline of campaign regulations.

Websites:
- You must submit the URL of any website related to your campaign or those that you are associated with to the Elections Board.
- You are encouraged to include relevant hashtags on the footer of your website.
- You must include the message "Report violations of the Elections Code at uclaelectionsboard.org" at the footer of your website.

Emails:
- You must include the message: "Report violations of the Elections Code at uclaelecionsboard.org" in all emails containing campaign literature or information.

FB/IG/Twitter/TikTok:
- You must tag the Elections Board social media account (@uclausaeboard).
- We highly suggest including the designated hashtags and the following disclaimer: "For more information on USAC Elections, visit uclaelectionsboard.org and its IG/FB social media platforms @uclausaeboard".

Zoom/Google Meet/Other Video Conference Platforms:
- **Classroom Environment**
  - Individuals can provide a general, non-partisan announcement to encourage voting, and the disclaimer must be used.
  - Even with instructor consent, no written or verbal partisan announcements can be made.
- **Non-Classroom Environment**
  - You must use the disclaimer and hashtags when writing in the chat or making a verbal announcement.
  - Purely verbal announcements do not require prior approval but do require the permission of the meeting host.

Reddit
Disclaimer: Reddit encourages anonymity for users. The Elections Board cannot regulate

content posted by anonymous users. We encourage all campaigns to utilize platforms with publicly identifiable users to enable the Elections Board investigations team to properly sanction social media violations. If Reddit is used by an official campaign account, follow the guidelines below.

- Elections Board account (u/uclalelectionsboard) must be tagged.
- A list of official campaign reddit accounts or campaign affiliated accounts must be submitted to the Elections Board prior to campaigning via Reddit.
- Misinformation or disinformation posted by campaign affiliated accounts will be subject to correction or removal by the Elections Board or said campaign affiliated accounts.
- Candidates found posting campaign related material from non-disclosed accounts will be subject to sanction.
- Disclaimer "Visit uclaelectionsboard.org for more information and its IG/FB social media platforms @uclausaeboard" must be used.

Direct/Group Messages
- Must include: "For more information on USAC Elections, visit uclaelectionsboard.org and its IG/FB social media platforms @uclausaeboard".