

Social Media and Technology Guidelines

Regulation 1: Websites

1. Each candidate and Designated Campaign Representative is allowed to create their own campaign website.
2. All candidate and Designated Campaign Representatives must give the uniform resource locator (url), to the Elections Board, of all websites that are designed to campaign for them or for a group of candidates with whom they associate.
3. The use of unofficial websites on UCLA affiliated computer servers for the purpose of campaigning is strictly prohibited.
4. Websites shall not be published and accessible to the Association until online campaigning begins.
5. **Websites must follow the graphics approvals guidelines outlined in Regulation 3.2.**
6. The footer of the website should include the hashtag(s) designated by the Elections Board Chair and must include a message that says: "Report violations of the Election Code at uclaelectionsboard.org"

Regulation 2: Email

1. Any email that contains campaign literature or is an endorsement slip may only be sent to:
 - a. A subscription listserv that the sender is a member of.
 - i. For the purposes of this code a "subscription listserv" will be defined as a list of emails that were voluntarily collected for the purpose of communication within a specific group. It strictly excludes all listservs that Association members are required to subscribe to in order to receive an official University service (i.e. the Association listserv, or the Office of Residential Life listserv).
 - b. Individuals whom the sender personally knows.
2. **Emails must follow the graphics approvals guidelines outlined in Regulation 3.2.**
3. **Any emails found to be containing false or libelous information are subject to sanctions as outlined by the Infractions and Penalties Guidelines.**
4. Any email containing campaign literature or information must clearly include the following message: "Report violations of the Election Code at uclaelectionsboard.org"

Regulation 3: Social Media

1. Definitions
 - a. Social Media: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).
 - i. For the purposes of this code, direct or group messages sent on any platform (including, but not limited to, iMessage, Whatsapp,

GroupMe, Canvas, Discord, WeChat, Facebook, Instagram, Tinder, Bumble, etc.) will be considered a form of social media.

- b. Post: something (such as a message) that is published online.
 - i. Posts can be text-based, image-based, or a combination of both.
 - c. Direct Message: a private message sent on a social media website, that only the person it is sent to can see.
 - i. For the purposes of this code, text messages are considered a form of social media.
 - d. Group Message: a message sent to a group containing more than one recipient.
2. Approval of images and graphics on social media
- a. The Elections Board must approve all social media images, graphics, and videos in advance of their publication.
 - i. In order to receive approval for an image or video for social media, designated campaign representatives/candidates must submit the image(s) or the video to the Elections Board for approval.
 1. **Any images or videos featuring other individuals require the submission of a consent form signed by those individuals. This form is available on the Elections Board website.**
 2. Any images or videos submitted for approval must contain the Elections Board logo. The logo must be large enough to be readable.
 - a. Readability shall be determined at the discretion of the Elections Board.
 3. When using repetitive graphic content or images (i.e. a Facebook or Snapchat frame), designated campaign representatives only need to seek approval on the general graphic. A single sample image with the graphic must be included.
 - ii. Candidates may not post anything until appropriate permission has been received.
 - iii. Elections-related photos and videos that do not explicitly contain campaign material and are not overlaid with graphics or images are not subject to this provision.
 - b. The Elections Board does not need to approve posts or messages that contain text only (i.e. posts that do not contain any images or graphics).
3. **Accessibility Measures**
- a. **All approved images must include alternative text or an image description – defined as a word or phrase that describes the nature or contents of an image – to allow screen-reading tools to describe images.**
 - b. **All videos (including live-streams) must include captions or transcripts.**
4. Use of tagging and hashtags

- a. 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, should be appropriately hashtagged, must tag the Elections Board and must include any additional messages as designated by the Elections Board Chair.
 - i. For **all** platforms, if the original post uses the disclaimers, hashtags, or tags (as appropriate), comments or replies to that original post do not need to include any disclaimers, hashtags, or tags.
 - ii. **All posts, reposts, and reshares on all social media platforms by candidates and others campaigning for the candidate should include the short disclaimer: “Visit uclaelectionsboard.org for more information and its IG/FB social media platforms @uclausaeboard”.**
 1. The use of this disclaimer is **strongly encouraged** by the Elections Board as it guides viewers to official information sources and raises civic engagement in the elections process.
 - iii. For Facebook and Instagram, the Elections Board social media account must be tagged and the disclaimer outlined in 3.4.a.ii should be included at the end of every **post by candidates or their senior campaign agents**.
 1. For reshares and replies by all others, follow the guidelines outlined in 3.4.a.ii.
 2. Bios do not need to include any specific tags or messages.
 3. For Facebook events:
 - a. The event description should include the disclaimer outlined in 3.4.a.ii.
 - b. The cover photo must be approved by the Elections Board.
 - c. Every post made within the event will be treated as a **separate** post and subject to these guidelines.
 - d. The Elections Board should be tagged in the first post of the event (so that we can find it).
 - iv. For Twitter, **for every tweet by candidates or their senior campaign agents**, the Elections Board social media account must be tagged, and the hashtags designated by the Elections Board Chair must also be used.
 1. **For retweets and replies by all others, follow the guidelines outlined in 3.4.a.ii.**
 2. Bios do not need to include anything.
 - v. For Snapchat, the hashtags designated by the Elections Board Chair must be used. In addition, the image/video should be forwarded to the Elections Board’s Snapchat account, if applicable to the current cycle.

1. For messages sent over Snapchat's chat function, the disclaimers as required in Regulations 3.4.b-c must be used.
- vi. For TikTok, **for every post by candidates and their senior campaign agents**, the Elections Board social media account must be tagged and the hashtags designated by the Elections Board Chair should be used.
 1. **For replies, duets, etc. by all others, follow the guidelines outlined in 3.4.a.ii.**
- vii. For LinkedIn, **every post by candidates and their senior campaign agents** should use the hashtags and the disclaimer designated by the Elections Board. Comments to posts that do not have the hashtags and the disclaimer should include it.
 1. **For reposts, reshares, etc by all others, follow the guidelines outlined in 3.4.a.ii.**
- viii. For LinkTree, the background of the page should be a custom graphic that includes the Elections Board's logo. This must be approved through the Graphics Approval Form.
- ix. For Zoom, Google Meet, and other video conference platforms
 1. If it is a classroom environment, no individual may provide any verbal announcement or comment anything using the chat function. The sole exception is if the individual is planning to provide a general, non-partisan announcement to encourage voting. Violation of this rule will result in severe sanctions, including, but not limited to, suspension of online campaigning.
 - a. The disclaimer must be used in this instance.
 2. If it is not a classroom environment, campaigns must use the disclaimer as designated by the Elections Board 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.
 3. Background images or profile images in Zoom (for both academic and personal/student org use) are acceptable provided that they are approved by the Elections Board via the Graphics Approval Form. The Elections Board will use the guidelines established in the Election Code to assess if the graphic may be used, in addition to the following extra guideline:
 - a. Must be classroom appropriate and friendly. Deciding if material is "Classroom appropriate and friendly" is in the sole discretion of the Elections Board.
 4. Usernames can be customized for campaigning purposes.
- x. For Reddit
 1. **Every post by candidates and their immediate campaign staff** must tag the Elections Board account (u/uclalelectionsboard) and should use the disclaimer as

- designated by the Elections Board Chair.
2. A list of official campaign reddit accounts or campaign affiliated accounts must be submitted to the Elections Board prior to campaigning via Reddit.
 3. Misinformation or disinformation posted by campaign affiliated accounts will be subject to correction or removal by the Elections Board or said campaign affiliated accounts.
 4. Candidates found posting campaign-related material from undisclosed accounts will be subject to sanctions.
 5. Comments by official campaign or affiliated accounts (on posts that do not use the disclaimer and tag) must tag the Elections Board account (u/uclaelectionsboard) and write the disclaimer as designated by the Elections Board Chair. Comments to posts already tagged, do not require anything.
 6. Official AMA's must be pre-approved by the Elections Board via email.
- b. For direct messages sent by candidates and others campaigning for the candidate on GroupMe, Slack, Text, WhatsApp, WeChat, Facebook Messenger and other similar platforms, the following sentence **must** be included at the end of the message: "For more information on USAC Elections, visit uclaelectionsboard.org and its IG/FB social media platforms @uclausaeboard"
 - c. For group messages sent by candidates and others campaigning for the candidate on GroupMe, Slack, Text, WhatsApp, WeChat, Facebook Messenger, and other similar platforms, messages **must** include the following sentence towards the end of the message: "For more information on USAC Elections, visit uclaelectionsboard.org and its IG/FB social media platforms @uclausaeboard"
- 5. Candidates or campaign officials found to be directly or indirectly administering anonymous social media accounts which have engaged in campaign-related activity will be subjected to severe sanctions, including, but not limited to, suspension of online campaigning.**
6. It is within the full discretion of the Elections Board Chair to specify new, temporary approval processes and social media guidelines, including but not limited to tagging and hashtag rules during the election season for platforms not explicitly mentioned in these guidelines.
 - a. Temporary guidelines expire at the conclusion of the Spring Election.
 - b. Prior to using social media platforms that are not explicitly mentioned in these guidelines, advice should first be solicited from the Elections Board as to the appropriate approval, tagging and disclaimer methods.
 - c. Candidates who utilize novel social media platforms or campaigning mediums without the advice from the Elections Board on how to appropriately receive approval, tag and/or use the disclaimer can be issued sanctions, including, but not limited to suspension of campaigning.

Regulation 4: Sanctions

This document will defer to Article XI of the Election Code when issuing sanctions for violations. Article XI also establishes the Elections Board's authority in enforcing the guidelines presented in the document.

Regulation 5: Live-streams

1. Definition
 - a. Live-stream: A type of streaming in which audio or video is broadcast live over the Internet. The media is transmitted while it is recorded, allowing viewers to watch or listen to it in real-time.
2. Notification/approval process
 - a. Candidates must gain approval to live-stream by notifying the Elections Board **24 hours** prior to live-stream through the Graphics Approval Form. **All virtual backgrounds must also be submitted through the Graphics Approval Form for approval. This includes pictured backgrounds for Zoom if they contain campaign material.**
 - b. The candidates must also record their live-stream and subsequently forward the recording (via email) to the Elections Board within **24 hours** after the conclusion of the live-stream.
 - c. **There must be a verbal disclaimer at the beginning or the end of the live-stream about the Elections Board.**
 - d. Failure to adhere to these guidelines may result in sanctions imposed upon the candidate's campaign at the discretion of the Elections Board Chair.
 - i. All regulations and prohibited behaviors stipulated by the Election Code governing campaigning apply towards live-streams.

Social Media and Technology Guidelines Last Amended: February 2, 2022.