

USAC Elections: Social Media Guidelines

The Election Board acknowledges that technology is a valuable resource for campaigning. It is imperative that candidates and ALL representatives are aware of election code policy when using media resources. This guide has been created to make the use of Social Media effective as well as in accordance with the Election Board's interpretation of the Election Code. This is in response to the most popular social media websites and our stance on how the disclaimers should be used on these websites. You will be held accountable to the rules established in this guide as well as the Election Code, the USAC Constitution, the USAC Bylaws, and ORL Rules and Regulations.

DISCLAIMER:

PRINTING OUT AND DISTRIBUTING THIS MATERIAL IS STRICTLY PROHIBITED. ALL CAMPAIGN LEAFLETS MUST BE STAMPED AT THE E-BOARD OFFICE, 519 KERCKHOFF. FAILURE TO COMPLY WITH THIS GUIDELINE WILL CONSTITUTE A VIOLATION OF THE ELECTION CODE.

Although this disclaimer is specifically stated to be used for email, the Election Board cannot help but treat other sources of social media as similar forms of communication. Look to the following guide to see what the Election Board standards are for social media usage and when this disclaimer is to be utilized

EMAIL

- ALL emails sent need to have the Election Code disclaimer at the bottom or in the signature.
- Email addresses must be collected voluntarily. You are not allowed to use listservs to which association members are required to subscribe (i.e. the Association list serve, or the Office of Residential Life listserv).

FACEBOOK

- All candidates are REQUIRED to “like” the USAC Election Board at UCLA page.
- You must tag the USAC Election Board at UCLA on every wall post and status update and include the hashtag [#TrueBruinsVote](#)
- FACEBOOK Events need to have the Election Code Disclaimer at the

bottom of the description section. Any messages sent through Facebook Events need to have Election Code Disclaimer at the bottom.

TWITTER

- All candidates are REQUIRED to add the Election Board twitter account.
- You must include **@UCLAUsacEboard**
- All candidate TWITTER accounts must be made public.
- The candidate's TWITTER profile should have the Election Code Disclaimer at the bottom.

BLOG SITES

- ALL Blog Posts need to have the Election Code Disclaimer at the bottom of the post.
- The Election Board needs a screen shot of every blog post made by the candidates and their representatives. Send the screen shot to USACElectionBoard@gmail.com .

YOUTUBE

- ALL YouTube videos need to have the Election Code Disclaimer in the Video Description.
- The Election Board needs a screen shot of every YouTube post made by candidates and their representatives. Send the screen shot to USACElectionBoard@gmail.com .

OTHER SOCIAL NETWORKING APPS

- You must hashtag [#TrueBruinsVote](#) on every Instagram post.
- **Be a True Bruin. Do not hide behind the keyboard. Respect others and maintain positivity on social networking apps.**

WEBSITES

- ALL Websites need to have the Election Code Disclaimer at the bottom of each page.
- All websites URL's must be sent to USACElectionBoard@gmail.com .

This year's hashtag to promote the election and to monitor online campaigning is [#TrueBruinsVote](#),

If you have any questions about the use of social media, contact the Election Board at USACElectionBoard@gmail.com