



## **Campaign Policy for AACRAO Board of Directors and Nominations and Elections Committee Slate Nominees**

### **Policy background**

- AACRAO members represent a dynamic and diverse set of backgrounds, experiences, professions, geographic regions and institution types.
- This policy was developed to create fair election processes and level the playing field between candidates on the slate.
- It was developed to better ensure that unequal advantages or privileges do not unduly influence the outcome of an association election.
- Running for a Board of Directors position or the Nominations and Elections Committee is considered an opportunity, not so much a "race." It is an opportunity for leaders to present themselves for service to the association and for the association to identify among its members those leaders who can best guide and govern the association in pursuit of its mission and objectives.
- AACRAO elections are not a political process and candidates should not campaign via social media or otherwise to be elected, nor should members use social media or otherwise to campaign on behalf of individual candidates.
- To ensure that similar information is distributed and made available about all candidates, the AACRAO Office will be responsible for organizing communications regarding the candidates.
- Social media is defined as websites and applications that enable users to create and share content or to participate in social networking (dictionary.com). This includes but is not limited to: Facebook, Instagram, LinkedIn, Twitter, Blogs, Podcast, Online Social Groups.

### **Announcing the slate**

Once the chair/vice-chair of the Nominations and Elections Committee have contacted the nominees, the slate will be announced to the Board of Directors and then to the entire membership.

### **Parties to whom policy applies**

This policy applies to:

- Individuals running for a Board of Directors or N&E position.
- Members of state and regional associations who have candidates on an AACRAO slate from their state/region.
- Other AACRAO members.
- Members of a candidate's home institution.

Note: This is not an exhaustive list.

### **What is permissible**

- Focusing on the election as a whole and encouraging member participation in the voting process.

- Promoting all candidates standing for office by sharing elections/voting information.
- If a friend, boss or colleague campaigns on behalf of a candidate, including yourself, you can educate them on the process and ask them to stop.
- Social media
  - AACRAO understands the role social media plays in daily life. However, to ensure a fair and balanced approach to elections, candidates are expected to follow these AACRAO-developed social media guidelines:
    - If the candidate already has a social media presence, any election-related posts must be limited to encouraging members to vote by only sharing AACRAO-approved verbiage and images (eg., a shared AACRAO post with no comments from the candidate is permitted).
    - In general, keep AACRAO-related posts to a minimum during the election season.
- If a member sends you a question directly in regards to your position on an AACRAO issue as it relates to standing for office, forward that request to the AACRAO Board of Directors President and [communications@aacrao.org](mailto:communications@aacrao.org).
  - We encourage a coordinated response from the Board of Directors and the AACRAO Office on behalf of all candidates as opposed to any one person being called out.
- State and regional associations may recognize and congratulate candidates within their state or region and encourage voting, in general.

### **What is not permissible**

- Under no circumstances should a candidate encourage votes for themselves, including asking third parties to post, speak, or encourage voting on your behalf or publicly asking members to vote for you or support your candidacy (newsletters, social media, etc.).
- Asking or encouraging colleagues/bosses/friends to publicly encourage/ask other members to vote for a specific candidate.
- Other AACRAO members should not publicly endorse specific candidates.
- Answering questions from members regarding your position on a specific AACRAO issue as it relates to standing for office.
- Social media
  - Candidates on the slate may not openly campaign on social media.
  - Discussion or promotion by the nominee, or anyone acting on their behalf, of the election or the nominee through public E-lists, blogs, websites and social media. If you are tagged on social media regarding your nomination, a simple like or “thank you” is the appropriate acknowledgement. Do not engage in any further conversation online regarding your candidacy.
  - Do not increase your social media presence after being selected for the slate. This includes but isn’t limited to joining new online groups or caucuses.
    - If you’re an active social media user, it is recommended that you take a step back from posting/commenting on professional/association posts during the election process.
    - AACRAO will share the slate and bios on its official accounts in conjunction with the corresponding announcements. Refrain from sharing these posts other than what is mentioned as permissible or commenting on them.
    - Rule of thumb: If it gives you pause to post, don’t post it.
- Producing flyers, buttons, banners, bracelets, ribbons, favors or any other such campaign gimmicks.

- Implying, stating, or soliciting endorsement from current members of the AACRAO Board of Directors or the AACRAO Nominations and Elections Committee.
- Candidates should not give campaign speeches at state/regional conferences or otherwise campaign for their candidacy. Other members should not promote or participate in activities that would be considered campaigning for the nominee.

#### **Violations**

- Any candidate not following the policy will be referred to the Nominations and Elections Committee chair and vice chair, as well as the Board of Directors Presidential Trio. This collective group will review the situation and determine next steps, including issuing a warning up to and/or removing the candidate from the ballot. **The decision made by the collective group is final with no appeal.**

**If you are unsure whether an activity is outside of the policy detailed in this document, contact the Nominations and Elections Committee chair and vice chair before planning such an activity, to ensure that the integrity of the election is maintained.**