

# Update on Rules of Engagement for CHCI-AA National Board Campaigns



## Social Media Policy:

- Candidates will be limited in the number of posts on official CHCI-AA social media accounts. Follow direct guidelines in appendix; limiting number of posts and outreach to fellow alumni for support.
- Candidates can encourage supporters to like/share their social media posts.
- One campaign video (up to 5-min) per candidate can be uploaded on approved social media platforms.\* One follow-up campaign is permitted.
- Election/campaign content will be shared through a CHCI-AA mass email.
- The video cannot be posted any earlier than 12:00AM on the first official day of the election (Nov. 9, 2020).

## Values and Professional Decorum:

- All campaigns are to comply and reflect the values of CHCI and maintain professional decorum - both on official CHCI-AA platforms and personal social media accounts.
- No campaign should be discriminatory, misleading, accusatory, abusive, and repetitive/overbearing.
- Campaign materials should not reflect opposing candidates negatively.
- Campaigns are encouraged to focus on their qualifications/interests in the position.

## Solicitations & Endorsements:

- Each candidate and any surrogates must refrain from engaging with an alum directly (including direct email/phone solicitations/DMs).

Candidates are not to solicit or utilize any endorsements (organizations, corporations, individuals) for the purpose of promoting specific individual or slate of candidates.

