

## ASA Campaign/Election Policy

Adopted by the ASA Board of Governors on February 25, 2014  
(Revised March 22, 2014; March 24, 2015; January 26, 2016; January 24, 2017)

*Campaign communication shall be in accordance with the following guidelines:*

### *Communications sent by ASA Headquarters:*

- Each candidate's completed election biography template shall be posted on the ASA website at least one week prior to the date the ballots are distributed to eligible voting members and until the election closes. A photograph may be included.
- Two informational email messages shall be sent to all eligible voting members by Headquarters notifying eligible voting members that the candidates' information, as presented in their election biography template, has been posted on the ASA website. A link to the candidates' information posted on the ASA website shall be included in the two email messages sent by Headquarters.
- Each candidate shall have the opportunity to revise the campaign statement in their election biography template up until one week prior to the distribution of the second email by Headquarters. Headquarters will incorporate the candidates' requested changes to the information posted on the ASA website prior to sending the second email.
- The Elections Committee may review and offer guidance on campaign email messages sent by candidates for content consistent with ASA communications policies.
- ASA member email addresses shall not be provided to the candidates.
- ASA's social media platform and other ASA publications shall not be used for campaign purposes by any member of ASA.

### *Communications outside of those sent by ASA Headquarters:*

#### *General Rules*

- Campaigning shall begin on April 1 and end at the close of the election period.
- Communications shall be truthful.
- Communications shall be civil in tone and promote civility.
- To the extent that opinions are expressed, these opinions shall be the personal opinions of the candidate and must be clearly identified as such.

### *Special Rules Applicable to Campaign Electronic Messages*

- No more than three (3) campaign electronic messages (including, but not limited to email, LinkedIn, Facebook, Twitter and other messages delivered by electronic or text message) shall be sent by the candidates themselves to any one individual during the election campaign period. A campaign electronic message is defined as a message sent by or on behalf of a candidate relating to a candidate's qualifications, reasons for running, or requesting a member's vote. A candidate shall copy the Governance Operations Manager at ASA Headquarters on his/her campaign electronic messages..
- The Elections Committee may review and offer guidance on campaign electronic messages sent by candidates for content consistent with ASA communications policies.
- Each electronic message sent by a candidate shall include the following statement "If you wish to be removed from this email list, please contact ....."
- **No member of ASA shall use the ASA List Serve for campaign purposes.**
- **If a candidate uses the ASA List Serve for campaign purposes, inadvertently or not, he/she shall be deemed to have withdrawn as a candidate for that election.**

### *Special Rules Applicable to Social Media*

- Candidates for election are permitted to establish social media pages outside the ASA website for the purposes of campaigning. These pages must follow the General Rules of campaign communications and are subject to the same penalties for violation.  
A candidate's social media profiles shall not be updated during the campaign/election cycle except that the candidate may update his/her professional web page and the web page update does not automatically generate a campaign electronic message. It is strongly recommended that a candidate's profiles be updated before campaigning begins on April 1 as automatic communications may be sent to other subscribers when a profile is updated.  
The candidate may use his/her allotted campaign emails to publicize the web address of the social media page.

### *Write-in candidates:*

- If a Member runs as a write-in candidate, he/she shall follow the same rules as all other candidates but shall not be included in communications sent by ASA Headquarters as stated above under the section "*Communications sent by ASA Headquarters*".