

## ELECTRONIC COMMUNICATION ENHANCEMENTS

### A. Identify member email addresses through the respective websites of the IBT and Independent Election Supervisor:

- Currently, [www.teamster.org](http://www.teamster.org) contains a prominent banner prompting visitors to sign up for emails. This has yielded a list of approximately 150,000 email addresses, to which all campaigns have access through a third-party vendor as prescribed by the 2011 Election Rules. See Election Rules 2010-2011 Art.VII, Sec. 7(a)(4). The IBT shall amend the website to add a check box for IBT members to self-identify, which information would be added to the database of email addresses.
- The website of the Independent Election Supervisor shall also be amended to allow IBT members to sign up to receive election-related information via email. Email addresses collected pursuant to this method shall be accessible solely to the Independent Election Supervisor and his staff for this purpose.

### B. Collect email addresses at key touch points to enhance the database:

- Revise future membership application forms to seek email address.
- Solicit email addresses through notices in IBT's Teamsters magazine, Facebook page, and Twitter feed directing members to the email sign-up page at [www.teamster.org](http://www.teamster.org).

### C. Enhance awareness of campaign materials through IBT new media properties, consistent with the Election Rules:

- Feature links to candidates' campaign websites, Facebook pages, Twitter feeds, and other new media destinations through an IBT election page on [www.teamster.org](http://www.teamster.org), as well as through the website of the Independent Election Supervisor.
- Post on the IBT's Facebook page, on an interval basis as determined by the Independent Election Supervisor, a link to the IBT election page on [www.teamster.org](http://www.teamster.org) for members to access candidates' websites, Facebook pages, Twitter feeds, and other new media destinations.
- Tweet on the IBT's Twitter feed, on an interval basis as determined by the Election Supervisor, a link to the IBT election page on [www.teamster.org](http://www.teamster.org) for members to access candidates' websites, Facebook pages, Twitter feeds, and other new media destinations.