

Campaigning Guidelines for YEU Virtual Convention 2021

Candidates running for office at the YEU triennial convention are to use their personal social media account(s) and online platforms to promote their candidacy. Candidates are not entitled to employ the logos, letterhead, social media, or other communication tools of YEU, or any related union body in their campaign material.

Candidates' campaign material must comply with the YEU by-laws.

Nominations Committee members are not tasked with vetting the material prior to distribution. Any concerns regarding campaign materials are to be communicated to the National Executive Vice President.

In conducting an online campaign, candidates and members shall respect the following guidelines, up to and during the virtual YEU convention:

1. Campaigning cannot occur on the virtual Convention platform, including in the chat room.
2. Content posted to a campaign platform/social media, as well as discussion on such platforms shall be respectful. It cannot include content or language that is threatening, abusive, defamatory, obscene, indecent, or objectionable; nor can it be racist, sexist, homophobic, transphobic, or otherwise discriminatory. Content and discussion cannot be offensive, graphically or in tone in nature.
4. Campaign content and discussion cannot be fraudulent, deceptive, or misleading. It cannot contain commercial solicitation of goods or services. Campaigns cannot engage in online fundraising.
5. Campaign content cannot violate any intellectual property right of another, nor be in violation of any law, regulation, or the YEU By-Laws.
6. Campaign content and discussion cannot engage in spamming, posting the same content repeatedly across posts or over time, trolling, or repeatedly aggressive or disruptive language.
7. Candidates cannot utilize Facebook ads or other online microtargeting actions as part of their campaign
8. An online campaign shall encourage the sharing of opinions in a respectful manner. It can reserve the right to remove any content that it determines contravenes these guidelines. Repeated infractions can result in a user being blocked from the campaign platform, and possible action pursuant to the YEU By-Laws.