



Speech-Language & Audiology Canada Social Media Election Campaigning Guidelines

When board member elections are being held by Speech-Language & Audiology Canada (SAC), every effort is made to publicize candidates involved in the election to members of the organization through email blasts, and on the election portal on the SAC website. Candidates are also welcome to use social media to generate enthusiasm about voting in SAC elections by promoting themselves, touting their own accomplishments, and giving members a reason to vote!

Candidates should keep the following guidelines in mind when promoting themselves on any social media platforms:

1. Each candidate should **ONLY** use their personal contacts when sending emails, texts, and/or making phone calls to solicit election votes. For example, a candidate can contact personal friends, acquaintances, and work colleagues but should not use the information contained within the membership directory of a provincial/territorial regulatory body or SAC's Member and Associate Directory to contact every listed member in the organization.
2. Friends and colleagues can be enlisted to campaign on a candidate's behalf by sending emails, making phone calls, and/or posting on their own personal social media outlets.
3. **Be responsible:** The rules and expectations that apply to you offline also apply in online social media spaces (e.g., following the code of ethics of your profession). You are accountable for your own actions.
4. **Be transparent:** Be upfront about who you are and what you have to offer.
5. **Be mindful:** The lines between personal and professional are blurred in online social networks. Assume that your professional life and your personal life will merge online regardless of your care in separating them. Even if you use privacy tools (determining who can view your page or profile, for instance), assume that everything you write, exchange or receive on a social media site is public.
6. **Be trustworthy:** Social media is about relationship building. Do not violate the trust of the people you engage with online.
7. **Be timely:** Part of what makes conversations through social media sites so popular is that they occur almost in real time. If you choose to actively blog or maintain a social media site such as a Facebook or Twitter account be willing to invest the time to refresh content, respond to questions and correct information when appropriate.
8. Integrity is an important commodity. Avoid writing or posting anything that would embarrass you or compromise your ability to do your job.

References

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