

Social Media Campaign Guidelines

The following information is being provided to further clarify what is permissible as National Officer candidates campaign on social media. In addition to adhering to the BPA Social Media Policy, candidates must ensure that the following guidelines are followed or run the risk of being disqualified.

To enhance the overall experience for National Officer candidates and engagement for conference attendees, we have added additional opportunities related to the social media platforms that can be used for the 2021 National Officer elections.

The social media campaign period will begin at **10:00 a.m. ET on Thursday, April 22, and end at 3:00 p.m. ET on Saturday, April 24, 2021.**

Social Media Platforms

The following social media platforms will be allowed for campaigning. Additional details and guidelines are outlined under [Social Media Guidelines](#).

- **Facebook**
- **Instagram**
 - Instagram Stories are permitted only if the “highlights” feature is used to archive stories. It is important that you highlight/archive each story at the time of posting and use “**Campaign**” as the title of your highlight.
- **Twitter**

Social Media Accounts & Campaigning

It is not a requirement that National Officer candidates establish new social media accounts for the purpose of campaigning. However, if a candidate wishes to set up a new account, it is acceptable to do so. Only the accounts identified by the candidate and submitted in advance to National BPA can be used for social media campaigning, whether the candidate has additional accounts or not. Candidates are not permitted to link members to personal accounts and/or vice versa, as doing so can be perceived as leveraging two individual accounts for campaigning purposes.

Candidates and members of their campaign team should not directly solicit, encourage, ask, or answer questions from voting delegates, other candidates, BPA members or any other individuals except publicly through the BPA National Officer Election Facebook Group.

State Association Support for Candidates

The candidate's state association may provide support on approved social media platforms during the campaign period only by re-posting, re-tweeting and/or liking original posts without inclusion of comments.

Developing a Social Media Campaign

Social media will play an integral part in the 2021 National Officer Elections and serves as a primary outlet for candidates to connect with BPA members. Not only does social

media connect BPA members and help develop relationships, it also provides an opportunity to gather input, answer questions, listen to feedback, and provide information and support.

Candidates are encouraged to develop a social media campaign in order to give BPA members the opportunity to know who they are, what their platform is, and how they would represent Business Professionals of America as a National Officer. The social media campaign is an opportunity to help candidates be seen and heard by members across the country. Social media allows candidates to interact directly with members.

It is important to recognize that social media has the ability to keep people informed, so accurate information is very important. A social media campaign can amplify a candidate's intent as it will broadcast what they believe in and the type of individual they are. In order to have a successful campaign, it is important that candidates and campaign managers pay attention to compliance, not just from National BPA, but on each of the social media platforms that have been permitted for use. Each of the permitted platforms have their own rules, and thus, candidates and campaign managers must be sure to adhere to them.

Social Media Posts, Re-tweets, Comments, and Likes

Whether an original post, or a post that is commented to or liked, National BPA encourages all individuals to use their best judgement and remember that they are representing not only the state and chapter where they are from, but also serving as a brand ambassador for Business Professionals of America. Candidates and campaign managers are expected to portray themselves, and the organization, in a positive manner at all times.

Direct Message Pre-Approved Responses

It is inevitable that candidates will receive direct messages from members during the social media campaigning period of the 2021 National Officer Elections. Direct engagement through private communication mechanisms, such as direct messages is **strictly prohibited** and candidates who engage beyond the pre-approved responses provided by National BPA may face disqualification.

To ensure that all messaging is consistent, the approved responses below should be sent by candidates and campaign managers in the event a direct message is received:

1. Thank you for your message. As a national officer candidate, I am not permitted to engage in direct message communications with members as part of my social media campaign. I invite you to engage publicly and let your voice be heard by all members and candidates.
2. Thank you for your message; however, I am unable to engage in a direct message communication as part of my social media campaign for national office. This is the only response that you will receive through direct message by me or any other BPA National Officer Candidate or Campaign Manager in order to ensure fairness throughout the election process.

Candidate Pre-Submitted Social Media Responses

Each National Officer candidate's pre-submitted answers to the questions asked during the application process will be posted online at candidates.bpa.org, and a link to this resource will be posted on the Business Professionals of America Facebook, Twitter and Instagram accounts. Candidates are approved to direct members to the candidates.bpa.org website as part of their social media campaigning. Additionally, candidates can re-post their answers individually through the approved social media platforms once the campaign period begins.

Candidate Pre-submitted 30-Second Video

Each National Officer candidate will have their pre-submitted 30-second video posted to the Business Professionals of America official YouTube channel with a link posted on the candidates.bpa.org website, as well as on the Business Professionals of America Facebook, Twitter, and Instagram accounts. Candidates may also post their 30-second campaign video to all approved social media platforms once the campaign period begins.

Candidate Websites

Due to many students learning remotely and possibly having limited access to technology, **candidate websites will not be permitted** for campaigning during the 2021 National Officer election campaigning period.

Filing a Social Media Grievance

If there is a need to file a grievance for a candidate or campaign manager perceived to be breaking campaign rules when it comes to social media usage, a grievance form is located in the National Officer Applicant Handbook, as well as online at candidates.bpa.org.

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Social Media Guidelines

Any communication platform not outlined below is **strictly prohibited** and will result in a candidate's disqualification.

Candidates and Campaign Managers must declare all social media accounts that they plan to use prior to the start of the social media campaign period. New accounts may not be established once the campaigning period begins.

Candidates and Campaign Managers **must** make all social media accounts used for campaigning "Public" during the social media campaigning period.

Candidates are **not permitted** to purchase advertising on any social media platform or pay to boost any posts.

Candidates **must not** engage or allow any form of negative campaigning.

National BPA reserves the right to require any candidate to remove any post(s) immediately based on any reason listed or not listed below.

Social Media Platform	Permitted	Not Permitted
Facebook	<ul style="list-style-type: none"> • Share/post text and graphics containing campaign materials • Encourage members to visit all of your other approved social media platforms • Encourage members to visit candidates.bpa.org • Create a Facebook page for their campaign or post on their personal account(s) • If requested, add members as a "Friend" of their personal account or follower of their campaign Facebook page • Mention/tag other individuals/accounts • Comment on or share posts from other candidates 	<ul style="list-style-type: none"> • Solicit/encourage questions in any form • Ask/answer questions in any form • Engage in private, direct messaging • Establish Facebook groups with any individuals • Utilize "Live Video" or other advanced features including "Polls", "Events", "Stories", "Rooms", etc. • Endorse or support any other candidate • Pay any amount of money to advertise or boost a post

Social Media Platform	Permitted	Not Permitted
<p style="text-align: center;">Instagram</p>	<ul style="list-style-type: none"> • Share/post text and graphics containing campaign materials • Encourage members to visit all of your other approved social media platforms • Encourage members to visit candidates.bpa.org • Create an Instagram account for their campaign or post on personal account(s) • Instagram Stories are permitted only if the "highlights" feature is used to archive stories. It is important that you highlight/archive each story at the time of posting and use "Campaign" as the title of your highlight • Follow other individuals/accounts • Mention/tag other individuals/accounts • Comment on or share post from other candidates 	<ul style="list-style-type: none"> • Solicit/encourage questions in any form • Ask/answer questions in any form • Engage in private, direct messaging • Endorse or support any other candidate • "Live Video" or any other advanced features including "Questions," "Polls," "Quizzes," "Rating Scales", etc. • Pay any amount of money to advertise or boost a post.
<p style="text-align: center;">Twitter</p>	<ul style="list-style-type: none"> • Share/post text and graphics containing campaign materials • Encourage members to visit all of your other approved social media platforms • Encourage members to visit candidates.bpa.org • Create a Twitter account for their campaign or post on their personal account(s) • Follow other individuals/accounts • Mention/tag other individuals/accounts • Comment on or share posts from other candidates 	<ul style="list-style-type: none"> • Solicit/encourage questions in any form • Ask/answer questions in any form • Engage in private, direct messaging • Endorse or support any other candidate • "Live Video" or any other advanced features including "Polls", "Events", "Fleets", etc. • Pay any amount of money to advertise or boost a post.