

Campaign Guidelines

The purpose of this document is to provide guidance on permissible campaign practices where SOCRA national office is sought.

Candidate Materials

The items below, which were included in your nomination application, will be used by SOCRA to inform the members about the candidates. These items will be placed on the SOCRA Election page or used in SOCRA communications to members about the candidates on the slates.

- Candidate Vision Statement (under 250 words)
- Biography (under 250 words)
- Headshot
- List of SOCRA activities

Individual Campaign Guidelines

You are encouraged to let others know you are running for a position and encourage their participation in the election. All candidates must adhere to the following guidelines:

1. You may use access to personal contacts or social media pages you own. You may not post campaign-related statements to SOCRA National or Chapter social media sites.
2. You may let personal contacts know you are running for office and ask them to vote for you, but please also promote the election cycle as a whole. Encourage them to view the Elections page to view the information on candidates for all the positions and encourage them to participate by voting.
3. You must respect policies of social media sites on what can or cannot be posted on their sites. Access and usage policies may vary between sites.
4. You may NOT send mass emails to member lists or ask a chapter to send a letter for you to their members on your behalf.
5. You may NOT practice negative campaigning towards other candidates. Negative campaigning is defined as “attempting to win an advantage by referring to negative aspects of an opponent and/or of a policy.”
6. You may NOT offer gifts or favors in exchange for votes.

Allegations of Campaign Guidelines violations will be reviewed by the Nomination Committee of the SOCRA Board of Directors and may result in removal from the ballot or disqualification from the election process.