

Know Your Vote T.O.

Candidate Outreach Policy & Content Inclusion Policy

Version 2.1 - August 23

1. Candidate Outreach Policy

Candidate Contact Information Collection

Candidate nominations are publicly accessible by visiting City Hall. All available contact information will be collected by the Know Your Vote T.O. Team beginning on **August 18** and will continue until **October 11**.

Though candidates must provide a valid mailing address, telephone number, and email address on their nomination forms, some do not provide complete information. This policy is therefore designed to ensure that those who provide only one piece of contact information still have reasonable notice about this opportunity.

1. The Know Your Vote T.O. team will use the information available at: <https://www.toronto.ca/city-government/elections/candidate-list/> (“City candidate list”) to determine information — including changes. If we receive a submission from a candidate not listed on the City candidate list, the project team will wait for that information to appear there before the candidate’s name and submission are posted on the Know Your Vote T.O. website.
2. During the week of August 22, 2022, registered candidates with email addresses will be contacted by email (if available); by letter [regular mail]; or phone call (if no email or mailing address is available).

Any candidate we receive email bounce-backs from will receive a phone call confirming their email address.

The email (or letter) to candidates will include:

- An email message, including an explanation of the project;
 - A request to confirm receipt;
 - Instructions on how to file their responses online;
 - Deadlines for filing in advance of, or after, the website launch;
 - Contact information for the project team (phone line, email address, postal address);
 - A welcome letter (PDF); and
 - The *Know Your Vote T.O.* Content Inclusion Policy (link).
3. The list of candidate contact information will be updated on the below additional dates, and invitations will be sent to new candidates (if candidate contact information is updated or changed) using the method described above on:
 - August 22, 2022 (start)
 - August 29
 - September 5
 - September 12

- September 19
 - September 26
 - October 3
 - October 10
4. Candidates will be asked to file content through a secure online form. Candidates will access this form using a unique keycode (emailed or mailed to them). This ensures a high level of candidate verification. Alternative methods of access will be offered to those candidates facing barriers.
 5. Weekly follow-up reminders to candidates who have not confirmed receipt of the invitation will be sent by email (if available); phone call (if no email is available); or by letter [regular mail] (if no phone or email is available).
 6. Candidates who have still not responded or confirmed receipt of the invitation within seven (7) business days of it being sent will receive reminder calls to ensure they are aware of the opportunity to submit content. Candidates can connect with a project team member during the reminder calls. Reminder calls will go ward by ward — the sequence of wards will be randomly drawn from a hat or selected by assigned random numbers (lowest to highest). *Mayoral candidates will be considered a separate 'ward' during this process.*
 7. After filing their responses, candidates will receive a confirmation email including their submission's content. They will have three (3) business days to correct needed changes to their content (typos, errors, omissions). If there is no response from candidates after three business days, the project team will deem their content finalized and published four (4) business days after the candidate content confirmation email was sent. *The Library will not be editing or adjusting responses in any way, unless they do not accord with the Content Inclusion Policy.*
 8. Once the submitted content is finalized, no further changes will be allowed —except website and social media link information— and candidates can only ask for the removal from the website of any or all of their responses.
 9. The deadline to file content for it to be included when the website goes live on **September 8** is **September 3** at 11:59 p.m.
 10. Content filed by candidates after **September 3** will follow the above (#7 and #8) content publishing cycle.
 11. The website will go live on **September 8**; the media launch will be on **September 12** (after the first week of school).
 12. Candidates who have not filed content will still be listed (first and last name) as running for a particular Ward council seat or the mayoral seat. Empty profiles will have a 'request information button' that website visitors can 'press' that will be

counted and included in candidate reminder messaging (emails and mailed letters).
This user engagement information will not be made public.

13. The website will be updated regularly to reflect any new candidates until the close of the nomination period.
14. Candidates who have not filed content past the nomination period will remain on the website and be represented with empty profiles.
15. Candidates will be listed on the website's appropriate Ward or Mayoral page in random order. *The randomization feature will change with each page refresh.*

{end of Candidate Outreach Policy}

{Version 2.1 - August 23, 2022}

2. Content Inclusion Policy

Principles

- The Library is committed to preserving and promoting universal access to a broad range of human knowledge, experience, information, and ideas—including access to information about candidates for elected office—in a welcoming and supportive environment. The Library, therefore, seeks to ensure that those who access *Know Your Vote T.O.* are free from experiencing violent, threatening, abusive, discriminatory, hateful, or harassing language.
- The *Know Your Vote T.O.* website is one of many methods available to candidates to share their views with Torontonians.
- The *Know Your Vote T.O.* website will provide sufficient opportunity for candidates to share content with voters about their beliefs and positions, while the amount of content allowed will be limited to ensure the user experience is reasonably consistent, welcoming, and straightforward.

Content

This policy and the process it describes have been drafted with simplicity, reasonability, and non-intervention at its heart, all the while serving to ensure that candidate content does not clearly discriminate or promote hate, violence, abuse, or harassment. This policy also strives to ensure the interpretation of this policy is fair, reasonable, and representative of the residents and the diversity of Toronto while being reasonably efficient.

Text Content

1. Candidates are allowed to provide as many of the following as they choose:
 - Zero to 550-character (with spaces) responses to each question
 - Alpha and numeric characters are permitted;
 - ASCII art or emoji are not permitted;
 - Limited styling features are available to candidates: bold, underline, and italics.
 - A link to their campaign website
 - Links to the following social media profiles: Facebook, TikTok, Twitter, LinkedIn, and Instagram
 - An email address
 - A profile photo (see proposed Profile Photo Policy)
2. Candidates will not be permitted to submit responses that exceed the 550-character limit. If candidates submit responses that exceed the limit, the response will be cut off at the word limit.

3. Candidates who submit content for some but not all prompts will have those prompts to which they do not respond left blank.
4. The Library is not responsible for copy-editing or proofreading any responses submitted by candidates. Responses posted online will be a copy of the candidates' submissions, unless it contravenes the *Content Inclusion Policy*.
5. Hyperlinks to external sites will not be published, unless they are to the candidate's campaign website or Facebook, Twitter, TikTok, Instagram, or LinkedIn pages. *Any hyperlinks included outside of these prompts will be removed from responses.*

Profile Photo Guidelines

To make the *Know Your Vote T.O.* website more engaging for users, the project team proposes that candidates can file a single photo of themselves that will be posted on their profile. The filed photos must adhere to the strike policy points as listed below. If a filed photo does not follow these policies, or the overall content inclusion a generic avatar image will be placed on the profile.

1. Photos should:
 - a. be clear, sharp, and in focus;
 - b. have good lighting;
 - c. be closely cropped/framed and centred on the face just above the shoulders;
 - d. be an original photo, not an illustration, avatar, etc.; and,
 - e. show how the candidate looks now — the photos should be taken within the last six (6) months.
2. Dress
 - a. The candidate must be clothed;
 - b. Military, police, service, or sports uniforms are not permitted;
 - c. Should not include or emphasize symbols (images on shirts, pins, medals, badges, etc.) of affiliation (clubs, political parties, sports teams, unions, etc.), and symbols should not appear in the cropped/framed area of the image.
3. Photo files
 - a. Must be PNG or JPEG;
 - b. No animation is permissible;
 - c. The final ratio will be 3 by 4; and,
 - d. An uploader tool will help candidates file their photos in the correct format.

Content Inclusion Policy

1. The Library reserves the right not to publish candidate content if the Library reasonably believes that the response promotes discrimination against or hatred of

any individual or group of people based on race, ethnic origin, place of origin, citizenship, colour, ancestry, creed (religion), age, sex, gender identity, gender expression, marital status, family status, sexual orientation, disability, political affiliation, membership in a union or staff association, receipt of public assistance, level of literacy, or any other similar factor.

The Library preserves and promotes universal access to a broad range of human knowledge, experience, information, and ideas in a welcoming and supportive environment.

2. The Library reserves the right not to publish candidate content if it reasonably believes it contains violent, threatening, abusive, or harassing language.
3. To ensure that responses do not contravene the TPL's policy, two (2) project team members will review all responses submitted by candidates and flag any responses that might contain discriminatory, hateful, violent, threatening, abusive, or harassing content.
4. The project team members will be drawn from a small pool of people broadly representative of the residents of Toronto to ensure that the interpretation/application of the above policies reflects the diversity of Toronto.
5. If candidate content (photo or text) is flagged, the content will be reviewed by a further three (3) members of the project team.
6. The Know Your Vote Advisory Committee members (as a group or individuals) can also be called upon for advice when reviewing flagged content.
7. If candidate content (photo or text) is flagged again, the content will be reviewed by a committee consisting of three (3) Toronto Public Library managers who will decide whether the response will be published on the *Know Your Vote T.O.* website.
8. Members of the public can submit requests to have content reviewed again once the website is public.
9. Candidates whose responses are excluded from the website may, upon written request, have the decision reviewed by the City Librarian, whose decision shall be final.
10. Any candidate whose response is rejected will receive a message from the project team that indicates: what response(s) is being excluded; a brief explanation of why the response is being excluded; a deadline to re-submit allowable content; and information on how to request a review by the City Librarian.

11. Any response that fails to meet the *Content Inclusion Policy* will be left blank, or will use a placeholder avatar in the case of a profile photo, until amended.

{end of Content Inclusion Policy}

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