

MHS Election Rules/Guidelines: VP

25/26

MHS Vice-Presidential Election CAMPAIGN Guidelines

- The campaign period will be **MARCH 11TH @ 12:00 AM** until **MARCH 15TH @ 11:59pm**
 - **Please send all account handles/links and campaign materials to mhs.president@machumsociety.com by Monday March 10th @ 5:00 PM.**
 - *Although you aren't allowed to begin campaigning until **March 11th @ 12:00 AM**, you are permitted to make a campaign page as early as **March 10th @ 9:00 AM** as long as you don't post or follow anyone on it until the following day
 - Any campaign accounts must be **new** and **public**
 - **If you end up creating materials 'on the fly' throughout the campaign period, please send them to mhs.president@machumsociety.com for approval prior to posting.**
 - **Throughout the campaign, if you ever want confirmation that you can/can't do something (i.e post on a personal, phrase something a certain way, share a post) - ALWAYS ask first. Email mhs.president@machumsociety.com!**
- The voting period will be **March 24th @ 12:00 am** until **March 26th @ 11:59 PM**
 - All full-time, undergraduate, Humanities students will receive the SimplyVoting link
 - You **can** put the link in your bio at the end of the campaign period and/or direct students to it in your posts so long that you follow the Campaign Rules (i.e don't tell students "Go vote for me!" A good alternative is "Vote here!"): mcmaster.simplyvoting.com.

Campaign Rules

- Campaigning shall be defined as, but not necessarily limited to:
 - Distribution or display (excluding design) of campaign materials;
 - Speaking to classes, residences, student groups, or individuals for the purpose of presenting a platform as a representative of a candidate or referendum side;
 - Making posts, comments, tweets or blogs with or without campaign materials to endorse or promote a candidate in an election
- You **cannot post on** your campaign account or pages **until March 11th @ 12:00 AM**
- You **cannot post any campaign material or content on your personal social media**
 - The **only exception** is sharing your campaign account through your personal account → i.e in an Instagram story: "Check this out" [tagging your campaign account] or in a Facebook post: "Check this out [link to your campaign page]."
- You **cannot post** in any group chats, Facebook groups etc. because these are private and not all students (or candidates) have access to them
- You **cannot use language that says "Vote for me," "Choose me," or "Elect me"** given this 'takes the democracy out of the election by telling students what to do'
 - An example of **acceptable** language includes: "Check out the candidates and make an informed vote from March 18th to 20th," "Voting is open from April 5th to 7th!" or even "Michelle for President!"
- **The McMaster Humanities Society logo needs to be on campaign material.**
- Candidates **may** speak in lectures, tutorials, labs, or other educational settings otherwise known as "class talks" under the following restrictions:
 - Permission is received from the professor or teaching assistant at least 24-hours prior
 - Permission may be received verbally, email, on paper, or other means of communication
 - **Written notice of plans to speak in lectures, tutorials, labs or other settings MUST be provided via email to mhs.president@machumsociety.com at least 24-hours in advance.**

Other Information

- Candidates are permitted to spend up to \$25 on their campaign (i.e for the printing of posters). For campaign costs up to \$15, candidates can be reimbursed by the MHS.
 - Campaign funds cannot be used to purchase/provide bribes for students (e.g. pens, cookies, etc. in exchange for a vote).
- Questions? Refer to [By-Law 5 - Elections](#) or email mhs.president@machumsociety.com

Candidate Recap

Meeting Recap:

- Campaigning starts **March 11th** at **12:00 AM** and ends **March 15th** at **11:59 PM**
- Voting opens on **March 24** at **12 AM** and ends on **March 26th** at **11:59 PM**. You can vote through your McMaster emails.
- Voting link: mcmaster.simplyvoting.com

Campaigning:

- All campaign materials must include the MHS logo and instruction on how/where to vote.
 - **EVERY SINGLE POST** must include the MHS logo. It is not enough to apply the logo to just one graphic in a series of photos or graphics.
- You must create **new (PUBLIC) social media** accounts to run your campaign
 - You cannot change an existing account to an account for your campaign.
 - You are permitted to create new Instagram/Twitter accounts and a new Facebook page to promote your platforms on.
 - These accounts must be made public. You cannot post your campaign material on your personal accounts. However, you can share posts made on your campaign platforms to your personal social media accounts, but you may only do so as a means of directing your followers to check out your campaign page.
 - You are able to **create** these accounts as early as **9:00 AM tomorrow (MONDAY)** and all social media handles must be **shared** with me by **5:00 PM tomorrow (MONDAY)**. While you are able to create your account tomorrow you may **NOT** begin posting your campaign material until **March 11th (TUESDAY)**.
- All **campaign materials** (graphics, posters, videos, etc.) must be **approved** by myself or Sofia before posting.
- Campaign material **CANNOT** include "Vote" or "elect" me (**NO EXPLICIT LANGUAGE OF THIS SORT**)
 - Alternative: "Marisa for VP Admin"
- Candidates may speak in lectures, tutorials, labs, or other educational settings otherwise known as "class talks" under the following restrictions:
 - Permission is received from the professor or teaching assistant prior to
 - Permission may be received verbally, through email, on paper, or any other means of communication
 - Physical proof of permission is not necessary but recommended
 - **Myself and Sofia must be notified 24-hours prior**
- Under **no circumstances** will any form of **off-campus** campaigning occur.

Posting:

- Posting in private chats, groups, or on pages where you are an admin is **strictly prohibited**. We do not have the necessary tools to monitor these platforms, and failure to comply with this rule may lead to **disqualification**.
- Those who wish to support you can share posts from your campaign platforms to their accounts, but only as a means of directing them to your pages.
- Candidates **CANNOT** endorse other candidates but can direct people to their campaign pages from their accounts.
 - For example, if I wanted to support Person A and was running for VP Academic, I can post a link to their page on my personal Instagram/Facebook/Twitter, not my Marisa for MHS Admin page.
 - That being said, you are encouraged to share the platforms of other candidates, providing students with the opportunity to explore their campaigns. This can be done on your campaign and/or personal media accounts.
- You **CANNOT** post your campaign page on various social media group pages or chats. Again, this is **strictly prohibited** and failure to comply with this rule may lead to **disqualification**.
 - You **CANNOT** post information telling people to vote for you in these groups.
- **Candidates are prohibited from using their platform or campaign to attack or defame other candidates. Such behavior will not be tolerated and will lead to disqualification.**

Voting:

- **Do not bribe people to vote for you. Do not force people to vote for you. You can only encourage people to check out all the candidates and make an informed decision before voting.**
- All Humanities students are eligible to vote, which includes graduating humanities students.

MHS Candidate Post:

- Send me **any** and **all** pages you have made for your campaign and I will make an Instagram post with all the links to your info. This needs to be submitted no later than **5:00 PM** tomorrow (**Monday, March, 10th**).

Budget:

- You officially have a budget of **up to \$25** to use for campaigning. However, **ONLY \$15** of that budget will be reimbursed by the MHS, contingent on the showing of proof of purchase. This budget is to be used for campaign materials only.
- Campaign funds **CANNOT** be used to purchase materials that could be perceived as **bribing voters**. For example, offering cookies to voters may be seen as a bribe and could lead to **disqualification**.

- Additionally, **exceeding** the official budget may result in **disqualification**.

Candidate Questions:

- **How do we obtain approval from the MSU for placing posters around campus?**
I've reached out to Elections to confirm the process and determine if approval is required. Once I receive a response, I'll be sure to update everyone.
- **Can we use testimonials in our campaign?** Yes, you are allowed to use testimonials in your campaign. However, you may not receive or use testimonials from anyone currently on the executive team. Testimonials from individuals involved in MHS-affiliated clubs are permitted. Please ensure that all testimonials adhere to the guidelines and avoid any explicit language as outlined above.

MHS Election By-Laws:

- Section 7 and 8 of By-Law 5 is where you can find any relevant information.
- <https://www.machumsociety.com/governance>