

SOCIAL MEDIA CAMPAIGN GUIDELINES

MASC recognizes the value of social media and how it could influence an election, therefore, we have set up the following guidelines for schools to abide by when running their campaign for state office.

- 1. Social media posts can begin ONE WEEK prior to the start of the Convention. For example: This year convention begins on Thursday, March 19. Social Media posts can begin on Thursday, March 12.**
- 2. Creating a filter is acceptable for a school's campaign, however, the cost should be kept to a minimum and considered part of the overall cost of running a campaign.**
- 3. It is acceptable for schools to create a hashtag for their campaign, but the hashtag must be shared with MASC before March 12. (Send to: tholent@unionrxi.org)**
- 4. MASC asks that you be reasonable about the number of times you post about your campaign on social media.**
- 5. All campaign social media posts must stop by 8:00 pm on the last day of the State Convention.**
- 6. Campaigns should be tasteful and meant to show the added value of your own school as an officer and are not meant to be degrading to another candidate school.**

If you have any questions regarding social media guidelines, please direct your questions to:

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