

## **Campaign Communications Guidelines**

As Adopted by the CAS Board of Directors on March 4, 2014 and amended on November 2, 2021.

Campaigning by candidates for President-Elect and the Board is primarily conducted through the structured forum provided by the CAS, called Meet the Candidates.

The Meet the Candidates section of the CAS website opens about five weeks prior to the availability of the CAS elections ballot and remains available throughout the voting period for the elections.

The section includes a listing of Director Candidates and a listing of the President-elect Candidate(s). Individual profiles include:

- Candidate's name
- Photograph
- CAS biography and additional biographical information
- 25-word statement
- Candidate video message
- Responses to Board-approved questions.

For a two-week period following the posting of candidate information, Voting Members will be able to submit election-related questions to the CAS Office that they would like the candidates to address. Responses to the questions will be added to the candidate listings about two weeks prior to the availability of the CAS elections ballot.

The Meet the Candidates section will serve as the primary communication vehicle for CAS voters to get information about CAS election candidates and their positions on the issues. CAS members should not be required to frequent outside sources in order to be fully informed voters.

However, the CAS recognizes that individual candidates may utilize social media in sharing details of their professional activities. As such, candidates may desire to share information about their CAS election candidacy through their social media pages. The CAS recognizes that as CAS members are highly respected industry professionals, we jointly hold ourselves accountable to the highest level of professionalism and courtesy in any online or social media discourse. Therefore, candidates should follow the guidance below in the conduct of their social media activities.

1. As a professional organization in which members are required to adhere to a Code of Professional Conduct, CAS members should hold themselves accountable to the highest level of professionalism and courtesy in any online or social media discourse.
2. Any conversations regarding CAS elections should remain focused on the issues. In order to fully discuss issues, mentioning or referring to other candidates is not necessary.
3. Candidates are expected to be concerned about the wide variety of issues facing the CAS. Social media discussion exclusively focused on single issues is not helpful in advancing the broad goals of the CAS and the diverse interests of its members.
4. Participation in social media and online discussions is at the sole discretion of individual members. While individual messages/emails on election issues or to promote an individual candidate that are sent directly to a member are fine, broadcast messages/e-mails sent by candidates to large groups of members on election issues are strongly discouraged.