



ANNUAL ELECTION

CAMPAIGN POLICY AND PROCEDURES

General Policy

Candidates are expected to undertake campaign activities in a professional, ethical, and fair manner.

SNA does not endorse any candidate for any position.

Candidates for election to the Board of Directors and Leadership Development Committee may not receive endorsements, campaign communications support, or financial support of any kind from industry.

Candidates for the Industry Advisory Council may not receive campaign communications support or financial support of any kind from industry outside of their own company.

Candidates may receive individual or personal endorsements from their colleagues and peers so long as they are not members of the SNA Board of Directors, the Leadership Development Committee, or SNA staff.

SNA Communication about Candidates

Candidates are not allowed to advertise in *School Nutrition* or on SNA's website.

SNA will feature the candidates for the office of Vice President in an issue of *School Nutrition* and the biographical profiles and photos of candidates for all positions will be posted on SNA's website. Candidates are responsible for reviewing the biographical information and providing a professional photo by the established deadline.

Promotional Materials and Communications

The SNA logo may not be used on campaign materials to avoid an implied endorsement by SNA of a candidate. If a candidate uses a SNA tag or hashtag in a campaign-related communication, the following disclaimer must be included.

Reference to SNA or [state affiliate acronym] does not constitute or imply endorsement, recommendation, or favoring by SNA.

Candidates may not use photos taken with members of the SNA Board of Directors, the LDC, or SNA staff in their campaign promotions.

Brochures and any other campaign-related promotional items or communications promoting candidates may not be distributed during any SNA national meetings or conferences. This includes within, or in response to, email and social media communications directed at meetings or conference attendees during the dates of the meeting or conference.

Social Media

Candidates are encouraged to utilize social media to promote their candidacy. Candidates and their supporters should ensure all election-related communications on social media are professional, truthful, and fair. Candidates should avoid directly or indirectly commenting on their opponents or candidates for other positions.

Questions regarding this policy should be directed to the Chief of Staff at rsteale@schoolnutrition.org

Email Communications

Candidates are permitted to use e-mail to promote their candidacy; however, SNA does not release members' e-mail addresses for such purposes. If candidates have e-mail addresses from an official SNA meeting attendee roster or other listing, they may utilize that information.

Candidates and their supporters should be aware that multiple campaign emails to members may not be welcome and could inadvertently create an unfavorable perception of the candidate.

Postal Mailings

Due to privacy concerns, SNA no longer supports the use of postal mail for campaigning and will not disclose member postal addresses to candidates.

Roles and Responsibilities

Board of Directors and LDC

While a member is a candidate on the election slate, members of the Board and the LDC must remain neutral and may not engage in support of any candidate, in any election-related manner. During the campaign period, this includes but is not limited to "liking" posts on social media, posting photos taken with candidates, commenting on a candidate's post(s), etc. Additionally, they may not initiate any election or campaign related communication (whether verbal or in writing) with the candidate(s).

State Affiliates

Endorsement or promotion of a candidate's campaign by a state affiliate must be approved by a vote of the affiliate's Board of Directors – not by an individual officer or staff member – prior to any endorsement-related communications. State affiliates should share their policy regarding logo use with candidates to ensure the candidate(s) understand how the logo may/may not be used in election communications.

State affiliates have a duty to protect member privacy and may not provide candidates with member names, physical addresses, phone numbers, or mailing labels. E-mail communications must continue to comply with e-mail marketing laws, including the CAN-SPAM act.

Voting

Casting a vote on behalf of another member with or without their knowledge or consent is an unacceptable and unethical practice. Candidates should be sure their remarks and actions do not in any way suggest or encourage such actions.

Campaign Violations

Violations of this Campaign policy may be reported to SNAelection@schoolnutrition.org and may be referred to the LDC for review and recommendation to the SNA Board for action.

SNA reserves the right to prevent any member from engaging in any campaign activity, including distribution of election-related communications, that would adversely affect SNA's operations, public image, or legislative and regulatory goals.

I agree to undertake campaign activities in a professional, ethical, and fair manner and abide by this Campaign Policy.

Signature

Date