



## Frequently Asked Questions

### Guidelines on ASHP Election Communications

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#### *Why did ASHP create new guidelines on election communications?*

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The ASHP Board of Directors encourages members to raise awareness of the slate of candidates for ASHP elections. ASHP elections, including the communication of election slates, should be conducted in a fair and ethical manner. In a recent survey, ASHP delegates indicated that more clarity around ASHP's guidelines on campaign communications is needed. In response to this need, the ASHP Board of Directors created these new guidelines to ensure fairness and integrity in the election processes.

#### *What is ASHP's position on campaigning?*

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As a professional Society, ASHP seeks to maintain an election that is based on individual assessments of each candidate's potential to serve the organization. ASHP is committed to facilitating more opportunities for members to gain information about the candidates and to learn firsthand about each candidate's vision for the profession, ASHP, and its members. Overt campaigning, endorsements, and efforts by individuals or groups to influence the results of the election are not consistent with ASHP's culture and values.

Nominees whose names appear on ASHP election ballots are expected to refrain from active self-promotion and campaigning actions. Slated candidates will sign a Code of Professional Conduct agreeing to comply with these election guidelines. In addition, ASHP members and "other parties" are also expected to refrain from the specific endorsement of any individual candidate. "Other parties" may include, but are not limited to employers, state affiliates, groups and organizations, and/or personal and professional networks. Under no circumstances should candidates or others acting on their behalf endorse, discredit another candidate, or attempt to influence votes to alter the outcome of the election beyond the intent of these guidelines.

#### *Someone I know and support is slated for elected office. How can I raise awareness of the slate?*

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ASHP encourages dissemination of the slate of candidates to raise awareness and stimulate participation in the elections process. When sharing the slate of candidates, members and other parties should communicate the full slate of candidates and not just a specific candidate. It is acceptable to note that a candidate is a member of an organization or shares an affiliation with a specific entity, however endorsement or encouragement to vote for any individual candidate is prohibited.

### *What is the definition of campaigning?*

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Endorsement of a specific individual candidate is considered campaigning. Endorsement of a candidate may include but is not limited to soliciting votes or supporting a specific candidate through emails, texts, phone calls, mailings, and use of web and/or social media sites. Soliciting votes or support for a specific candidate at local, state, and national meetings is considered campaigning. Discrediting other individuals on the election slate is considered negative campaigning and is therefore prohibited.

### *Who is affected by these guidelines?*

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The guidelines outline appropriate activities for candidates, individuals, organizations and others acting on behalf of nominees and candidates. ASHP staff and those serving in elected positions at ASHP such as the Board of Directors and Section Executive Committee members also may not endorse specific candidates under any circumstances. The guidelines apply to all ASHP elections including those for the ASHP Officers, Board of Directors, and Section Executive Committees.

### *What is new and different than before?*

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- These guidelines establish policy around election communications and provide greater transparency and a defined process for dealing with alleged violations.
- ASHP's position on campaigning is clear and defined.
- Candidates will sign a Code of Professional Conduct agreeing to comply with the guidelines.
- Social media is addressed in the guidelines. Social media may be used to promote the full slate of candidates, however endorsement of a specific candidate through social media is prohibited.
- Social media channels may be used and managed by ASHP to allow members to pose questions to the candidates.
- The guidelines provide clarification of allowable communication vs. communication that is prohibited.

### *How will alleged violations be managed?*

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- Members are encouraged to report any suspected violations of these guidelines to the ASHP Chief Executive Officer ([ceo@ashp.org](mailto:ceo@ashp.org)).
  - Any alleged infractions will be referred to the Executive Committee of the ASHP Board of Directors for review and discussion.
  - The Board of Director's Executive Committee may take action against confirmed violations. Potential actions may include, but are not limited to, formally notifying the individual, group or organization that violated the guidelines of ASHP's awareness of the infractions, to removing the endorsement where possible, reporting infractions to the electorate, informing infractions to all candidates, and/or noting infractions to nominations or awards committees for current and future consideration.
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*Samples of Acceptable and Prohibited Communications*

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**Acceptable:**

Social media acceptable:



A screenshot of a Facebook post. The user's name is **Suzie Q**. The text of the post reads: "Jane Doe, who is a member of the MSHP, is slated for ASHP Board of Directors. View the full slate of officers here: [www.ashp.org/2015General-Election-Bulletin.pdf](http://www.ashp.org/2015General-Election-Bulletin.pdf)". Below the text are interaction options: "Like · Comment · 29 minutes ago · [share icon]". A summary bar shows "15 people like this.". At the bottom is a comment input field with a placeholder "Write a comment ...".



A screenshot of a Facebook post. The user's name is **Jane Doe**. The text of the post reads: "It is an honor and privilege to be slated for the ASHP Board of Directors, especially among such distinguished colleagues! <http://www.ashp.org/menu/News/NewsCapsules/Article>". Below the text are interaction options: "Like · Comment · 46 minutes ago · [share icon]". A summary bar shows "147 people like this.". At the bottom is a comment input field with a placeholder "Congratulations on your fantastic achievement, Jane!".



A screenshot of a Twitter tweet. The user's profile picture is a green circle with a white egg shape. The name is **suzieq** and the handle is **@xyz.com**. To the right are buttons for "Profile" and "Follow". The text of the tweet reads: "ASHP slate released! Check it out @ <http://www.ashp.org/2015-General-Election-Bulletin.pdf>". Below the text are interaction options: "Reply · Retweet · Favorite · More". At the bottom, it says "3:41 PM - 20 May 16 · Embed this Tweet".

Newsletter acceptable:

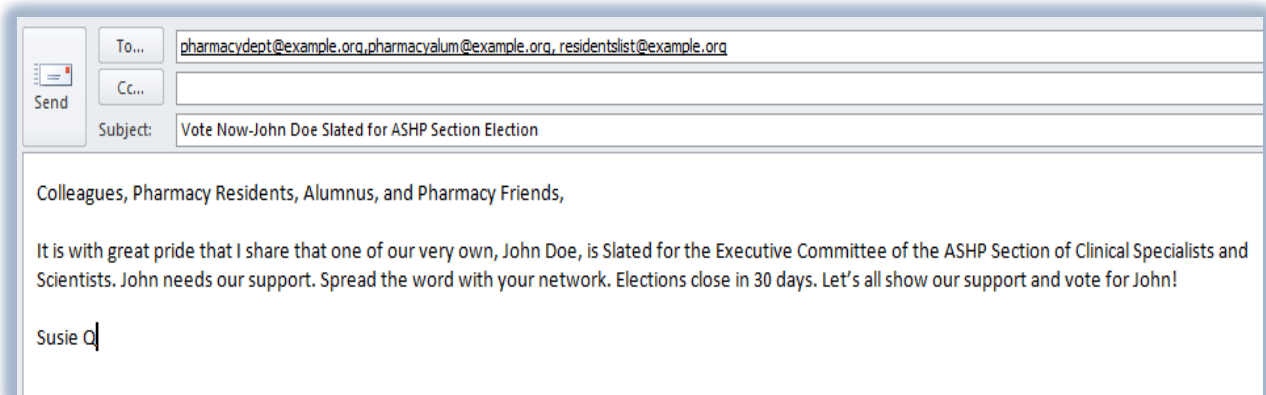


**Unacceptable**

Social Media Unacceptable:



Email Unacceptable:



## *Summary*

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The Guidelines on ASHP Election Communication's primary purpose is to assure that ASHP elections are fair and equitable, that members can make informed choices in elections, that all parties understand and abide by appropriate election activities, and that ASHP provides clear guidance to members to facilitate awareness and active participation in ASHP elections.

## *Who can I contact for more information about these guidelines?*

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Questions may be referred to the ASHP Executive Office ([ashpeo@ashp.org](mailto:ashpeo@ashp.org)).