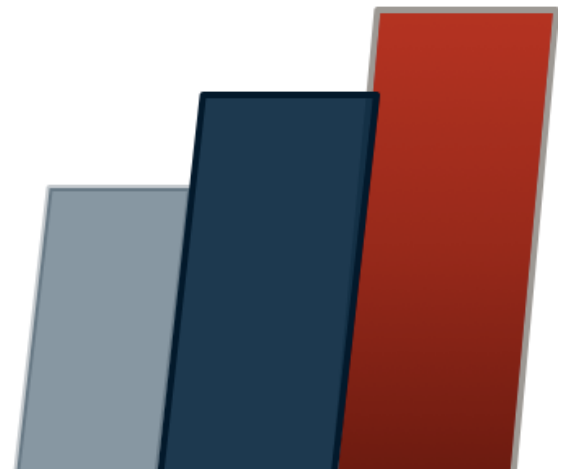




**BUSINESS
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2020 National Officer Election Social Media Campaigning

For the 2020-2021 Membership Year





Social Media Campaigning

In lieu of the Campaign Rally that is traditionally held at the National Leadership Conference, National Officer Candidates will have a week-long campaign period where they can use approved campaign mediums to promote their candidacy. This campaign period will take place over social media from Friday, April 24 – Tuesday, April 28, 2020, however the social media campaign period may be condensed at the sole discretion of the National Center.

The following information is being provided to serve as a guide for National Officer Candidates as they prepare their social media campaign. In addition to adhering to the National BPA Social Media Policy, the following guidelines must be followed.

The following social media platforms are approved for the 2020 National Officer Election Campaign period. Any platform not listed herein is strictly prohibited and can result in a candidate's disqualification:

- **Facebook** (posts only; not stories or live applications)
- **Instagram** (posts only; not stories or live applications)
- **Twitter**

Social Media to Promote Your Platform

Social media may be used during the campaigning period (April 24-28, 2020) by both the National Officer Candidate and their Campaign Manager to promote the Candidate's platform.

Social Media Accounts and Campaigning

It is not a requirement that National Officer Candidates establish new social media accounts for the purpose of campaigning. However, if the Candidate wishes to set up a new account, it is acceptable to do so. Only the accounts identified by the Candidate and submitted in advance to the National Center can be used for social Media campaigning, whether they have additional accounts or not. Candidates are not permitted to link members to personal accounts and/or vice versa, as doing so can be perceived as leveraging two individual accounts for campaigning purposes.

State Association Support for Candidates

The Candidate's State Association may provide support on approved social media platforms during the campaign period only by re-posting, re-tweeting and/or liking original posts without inclusion of comments.

The **mission** of Business Professionals of America is to develop and empower student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth and service.

The **vision** of Business Professionals of America is to be an innovator in Career and Technical Education, providing our members with opportunities for growth through education, competition, community service and personal development.



Developing a Social Media Campaign

Social media will be playing an integral part in the 2020 National Officer Elections and serves as a primary outlet for candidates to connect with BPA members. Not only does social media connect our members and help develop relationships, it also provides an opportunity to gather input, answer questions, listen to feedback and provide information and support.

Candidates are encouraged to develop a social media campaign in order to give BPA members the opportunity to know who you are, what your platform is, and how you will represent Business Professionals of America as a National Officer. The social media campaign is an opportunity to help candidates be seen and heard by members across the country in lieu of the in-person campaign rally traditionally held at the National Leadership Conference. Social media allows candidates to interact directly with members.

It is important to recognize that social media has the ability to keep people informed, and thus accurate information is important. A social media campaign can amplify a candidate's intent as it will broadcast what you believe in and the type of individual you are. In order to have a successful campaign, it is important that candidates and campaign managers pay attention to compliance, not just from the National Center, but on each of the social media platforms that have been permitted for use. Each of the permitted platforms have their own rules, and thus, members must be sure to adhere to them.

Social Media Posts, Re-tweets, Comments and Likes

Whether an original post, or a post that is commented to or liked, the National Center encourages all individuals to use their best judgement and remember that they are representing not only the state and chapter where they are from, but also serving as a brand ambassador for Business Professionals of America. Candidates and campaign managers are expected to portray themselves, and the organization, in a positive manner at all times.

Direct Message Pre-approved Responses

It is inevitable that candidates will receive Direct Messages from members during the social media campaigning period of the 2020 National Officer Elections. Direct engagement through private communication mechanisms such as Direct Messages is prohibited and candidates who engage beyond the pre-approved responses provided by the National Center may face disqualification.

To ensure that all messaging is consistent, the National Center has provided the below approved responses to be sent by candidates and campaign managers in the event a Direct Message is received:

1. Thank you for your message. As a National Officer candidate, I am not permitted to engage in Direct Message communications with members as part of my social media campaign. I invite you to engage publicly and let your voice be heard by all members and candidates.
2. Thank you for your message, however, I am unable to engage in a Direct Message communication as part of my social media campaign for National Office. This is the only response that you will receive through Direct Message by me or any other BPA National Officer Candidate or Campaign Manager in order to ensure fairness through the election process.



Candidate Pre-submitted Social Media Responses

Each National Officer Candidate's pre-submitted answers to the questions asked in the Candidate Handbook will be posted to bpa.org, and a link to this resource will be posted on the Business Professionals of America Facebook, Twitter and Instagram accounts. Candidates are approved to direct members to the bpa.org website as part of their social media campaigning. Additionally, candidates can re-post their answers individually to the social media questions answered in advance through the approved social media platforms.

Candidate Pre-submitted 60-second Video

Each National Officer Candidate will have their pre-submitted 60-second video posted to the Business Professionals of America official YouTube channel with a link posted on the bpa.org website, as well as on the Business Professionals of America Facebook, Twitter and Instagram accounts. Candidates can post their 60-second campaign video submitted with their application packet to their own Facebook, Twitter and Instagram accounts. Alternatively, candidates can share a link of their 60-second campaign video to the BPA official YouTube channel as part of their social media campaigning.

Candidate Websites

Although websites may have been considered approved campaign mediums for campaigning as part of the traditional National Officer Campaign process, utilization of a custom developed website will not be permitted for the 2020 National Officer Elections. For equality and access to all candidates, their information will be posted to the bpa.org website and candidates can drive delegates to this site. Utilization of social media in a much more advanced capacity will offer more electronic engagement than has been permitted in the past.

Filing a Social Media Campaign Grievance

If there is a need to file a grievance for someone perceived to be breaking campaign rules when it comes to social media usage, a grievance form was included in the National Officer Candidate Handbook.



Appendix A: Social Media Campaigning FAQs

| Can I? | YES | NO |
|---|---|--|
| Post on TikTok, Snapchat or other social media? | | X Facebook, Instagram and Twitter are the only three permitted social media platforms for campaigning. |
| Post videos other than the 60-second video submitted to the National platform during the campaign period? | | X |
| Use custom (animated) GIFs in my social media campaigning? | X Must only consist of logos, words or objects; any form of video footage is prohibited. | |
| Have others campaign for me on social media besides my campaign manager? | | X If an individual other than the candidate and/or campaign manager posts on social media regarding a campaign, the affected candidate and campaign manager will be notified of the post and may take the opportunity to address the issue with the poster prior to the National Center reaching out and requesting it be taken down. Unauthorized posts may jeopardize the candidate's campaign. |
| Can others from my State Association like or retweet my or my campaign manager's posts? | X Only retweets without comments are permitted; any additional commentary is prohibited. | |
| Promote/direct members to watch my pre-submitted video? | X | |
| Post polls as part of my social media campaigning? | | X Polls are direct contact with members and is prohibited as part of the social media campaigning process in the same manner that direct engagement with members is prohibited in candidate speeches when given in person at NLC. |
| Answer member questions that are sent to me/I am tagged in on social media? | X You must tag National BPA in your reply/response. | |
| Share Feed posts to a story on Instagram? | | X Instagram Stories is not an approved platform for campaigning. |
| Respond to direct messages sent to me/my campaign manager on social media? | | X If a direct message is received, candidates/campaign managers are not to answer but provide response as pre-approved by National BPA. |
| Use the question box on Instagram to have members send in questions about our platform? | | X The question box is a component of Instagram Stories and is prohibited. |

National Officer Election Social Media Campaigning



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| Add campaign related stories to the "Highlight Feature" since it would remain on the platform for the entire week? | | X The Highlights Feature on Instagram is a component of Stories and is not permitted. |
| Utilize the "Link in Bio" feature of social platforms? | X As long as the link is directed to the National platform where candidate information will be located. | |
| Promote/create posts as ads? | | X |



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Business Professionals of America Social Media Policy

Social media presents a powerful and acceptable platform to broadcast the activities and camaraderie experienced at Business Professionals of America events. Remember that as a BPA member your social media activities reflect upon the brand and perception of BPA to others. Members are encouraged to:

- Promote upcoming BPA activities and events on Facebook, Instagram, LinkedIn, Snapchat, and Twitter;
- Share your BPA activities and accomplishments on public social media platforms using #hashtags and mentions to attract positive attention to your individual contributions and to the work of BPA;
- Promote official BPA social media channels;
- Support fellow members for their efforts;
- Retweet, repost, or “like” news content that has been released through web and social media channels;
- Effectively and positively communicate with friends, family, and others in your social circles;
- Use social media to engage and network with BPA members and chapters.

BPA reminds all members that you are never anonymous on social media and that your posts will never disappear. Your social media activities will build your digital footprint one post at a time, and this digital portfolio will be used to assess your character, credentials and credibility for college admissions, scholarships and employment. BPA encourages all members to use social media in a pragmatic, productive and positive way.

As such, any malicious use of social media platforms shall not be tolerated.

Malicious use may include, but not be limited to:

- Photos, videos, or comments that are unprofessional, derogatory, demeaning, incriminating, or threatening toward any other individual or entity (examples: derogatory comments regarding conference properties, taunting comments aimed at another BPA member, and derogatory comments against race and/or gender);
- Photos, videos, or comments that depict or encourage unacceptable, violent or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, or illegal drug use).

Business Professionals of America (BPA) will not tolerate any type of inappropriate behavior from any individual involved, engaged or associated with BPA, or BPA members participating in any BPA activities on the Local, Regional, State and National Level including but not limited to the Workplace Skills Assessment Program Competitive Events. Inappropriate behavior includes behavior on and off of social media including, but not limited to: discrimination, sexual harassment, bullying, inappropriate photography, etc. inappropriate use of social media (such as, but not limited to) any illegal action, etc. Anyone found violating this policy may be expelled from the event or conference, and their membership can be terminated. If necessary, appropriate legal actions may be taken. BPA reserves the right to modify the consequences, as appropriate.

Business Professionals of America reserves the right to monitor, restrict, prohibit, block, suspend, terminate, delete, remove or discontinue any users' access to any National BPA social media site at any time, without notice or consent. Additionally, Business Professionals of America may remove, delete, block, filter or restrict any comment or post at its sole discretion and that are deemed objectionable, inappropriate, distasteful, harmful, defamatory, harassing, libelous, slanderous, offensive, or criminal in nature.