



2019 Election Committee Clarification #5

(Posted on SEIU Local 1021 Website 12/13/18)

It has come to the Election Committee's attention that there are Facebook pages, and possibly other social media accounts (such as on Instagram or Twitter), that – while they are not operated by the Local – can appear to be officially sponsored by the Local. These include Chapter and Industry Facebook pages used to promote activities and priorities of the Local. It is not clear from simply viewing a given Facebook page whether it is operated by staff of the Local or solely by members. Many of these pages operate as an arm of the Local in promoting communications with and between members. A number of these pages are "open" as opposed to "closed" – accessible to any member of the public – and can therefore be viewed by and commented on by nonmembers of SEIU Local 1021.

Therefore, due to the rules against using resources of the Local for campaigning purposes and against involving nonmembers in Localwide elections, candidates are not permitted to advertise or promote their candidacies on these social media pages or accounts. The only acceptable campaign-related use of these accounts would be to announce neutral candidate forums.

Candidates ARE permitted to create their own social media pages or accounts for campaigning purposes, if they do so in accordance with all other election rules and laws governing Union elections.