

UUA Election Campaign Policies: Online Media Support

Preamble: The UUA affirms its commitment to providing timely, high-quality information that will support the participation of our congregations and their members in the discernment process as the Association nominates and elects its leaders. The following rules and behaviors are set forth to articulate the primary ways in which the UUA will use online media to support the free, open, and fair election of candidates for national elected office. Any issues arising from the implementation of these policies will be referred to the Election Campaign Practices Committee.

1. General behaviors regarding election campaign practices on UUA.org.

The UUA endeavors to provide information about the candidates for elective office via links on UUA.org to their websites and a discussion email list, and to otherwise provide a forum for appropriate discussion of campaign issues and discernment of candidates' qualifications through online media. The UUA does not host candidates' websites, blogs, email addresses, or email mailing lists, and does not provide support for candidates' use of social media.

The UUA and its staff make no attempt to review or assess the content of any candidate's website that is linked to or from its own, nor to authenticate any claims made on any candidate's website. The UUA staff, with the exception of candidates who are also members of the staff, are prohibited from discussions of the merits of individual candidates in any public forum and from accepting campaign advertising on websites which they manage.

No staff group or member of the UUA staff will provide support services to a candidate or to their election campaign to promote their online presence (e.g., scanning documents, graphic or web design, file transfer service, site hosting, etc.).

2. UUA Election Campaign Web Page and Candidates' Websites.

a. An Election Campaign web page will be sponsored by the Election Campaign Practices Committee (ECPC), and administered by the Manager of the ITS Web Team under the ECPC's direction. The ECPC shall designate an individual to respond to questions regarding the election web page; that individual's name will be identified on the ECPC web page.

b. The ECPC web page will contain:

- Links to election coverage from *UUWorld*.
- Links to the websites of candidates.

c. Hosting (courtesy of the General Assembly Planning Committee) of a Candidates Forum at GA which will be streamed live, and captured for prompt rebroadcast and transcription on the UUA's website, also at UUA expense.

3. Use of UUA-hosted email mailing lists.

a. At the direction of the Secretary of the Association, an email list named election-L shall be established for the use of individuals who wish to discuss the upcoming election campaign. The list will be moderated by the Secretary of the Association or designee and a representative from the Election Campaign Practices Committee who is committed to impartial management of the list. Appropriate topics for this list include messages campaigning for and against specific candidates, discussion of present and/or future election rules, etc. A more detailed description of the election-L list, including instructions for subscribing, will be at <http://lists.uua.org/mailman/listinfo/election-l>.

b. Campaigns may be discussed on other UUA mailing lists as they relate to the topic of each list. Discussion of elections on all other UUA-hosted mailing lists will abide by all behaviors and protocols already in place and cited at <http://www.uua.org/lists>. Any discussion around election matters that occurs will be issue-based and pertain to the subject for which the list exists.

If list managers feel that discussion on any UUA-managed list is becoming partisan or overtaking the stated intent of the list, managers will contact list members to remind them of the rules regarding the use of online media for the election campaign, and ask them to move the discussion to the election-L list.

4. UUA institutional social media.

UUA institutional social media will adhere to the same guidelines established for UUA.org by strictly remaining nonpartisan and agrees to promote *UU World* coverage of the campaign as well as the ECPC web page on UUA.org.

When necessary in a post or comment section, the UUA will issue the following statement regarding commenting, civility in discourse, and nonpartisanship regarding UUA elections:

“The UUA remains nonpartisan in all matters of UUA elections. We strongly encourage civil discourse in our comments section.

The UUA has the right to delete any inappropriate content from this page

at its own discretion, including but not limited to: irrelevant, redundant, hateful, malicious, uncivil or disrespectful language.”