



This year, all election activities will be conducted online as a response to holding Virginia DECA’s State Leadership Conference in a virtual platform. **Please read the following very carefully as candidates are responsible for following all guidelines or run the risk of being disqualified.** The campaign period will take place over social media from 8:30 a.m. on Thursday March 4 through 6:00 p.m. on Saturday March 6, 2021.

The following information is being provided to serve as a reminder and further clarification for State Officer Candidates as they campaign. In addition to adhering to the DECA Social Media Expectations form, the following guidelines must be followed.

**COMMUNICATIONS PLATFORMS TO PROMOTE YOUR PLATFORM**

Social media may be used during the campaigning period (8:30 a.m. on Thursday March 4 through 6:00 p.m. on Saturday March 6, 2021) by the State Officer Candidates and their supporters to promote the candidate’s platform.

The following communications platforms are approved for this year’s campaign, and includes social media, email, voice/video calls, chat/messaging services, etc.

Candidates and members of their campaign team should not directly solicit, encourage, ask or answer questions from voting delegates, other candidates, DECA members or any other individuals. Direct messaging is NOT allowed in any form between candidates and voting delegates, other candidates, DECA members or any other individuals.

**In addition, any platform not listed herein is strictly prohibited and can result in a candidate’s disqualification.**

Communication Platform	Candidates Can	Candidates Cannot
<p><b>Facebook</b> (personal accounts, groups, pages, etc.)</p>	<p>Share/post text, graphics, videos, links, etc. containing campaign materials</p> <p>Create a Facebook page for their campaign or post on their personal account(s)</p> <p>If requested, add members as a "Friend" of their personal account or follower of their campaign Facebook page</p> <ul style="list-style-type: none"> <li>• No accompanying direct messages allowed</li> </ul> <p>Mention/tag other individuals/accounts</p> <p>Encourage their materials to be shared on other platforms</p> <p>Comment on or share posts from other candidates</p> <p>Utilize Live Video features (within all guidelines)</p> <p>Utilize other features including "Polls" and "Events"</p> <p>Follow the "Instagram" guidelines for posting Stories to Facebook</p>	<p>Solicit/encourage questions in any form</p> <p>Ask/answer questions in any form</p> <p>Engage in private, direct messaging</p> <p>Establish Facebook groups with any individuals</p>

<p><b>Instagram</b> (Posts, Stories, etc.)</p>	<p>Share/post text, graphics, videos, links, etc. containing campaign materials</p> <p>Create an Instagram account for their campaign or post on their personal account(s)</p> <p>Follow other individuals/accounts</p> <p>Mention/tag other individuals/accounts</p> <p>Encourage their materials to be shared on other platforms</p> <p>Comment on or share posts from other candidates</p> <p>Use other Story features including "Polls," "Quizzes," and "Rating Scales"</p> <p>Utilize Live Video features (within all guidelines)</p>	<p>Solicit/encourage questions in any form</p> <p>Engage in private, direct messaging</p> <p>Ask/answer questions in any form</p> <p>Post stories that contain the "Questions" feature</p>
<p><b>Twitter</b></p>	<p>Share/post text, graphics, videos, links, etc. containing campaign materials</p> <p>Create a Twitter account for their campaign or post on their personal account(s)</p> <p>Follow other individuals/accounts</p> <p>Mention/tag other individuals/accounts</p> <p>Encourage their materials to be shared on other platforms</p> <p>Comment on or share posts from other candidates</p> <p>Use features including "Polls"</p>	<p>Solicit/encourage questions in any form</p> <p>Engage in private, direct messaging</p> <p>Ask/answer questions in any form</p>
<p><b>Snapchat</b></p>		<p><b>Not allowed in any form</b></p>
<p><b>TikTok</b></p>		<p><b>Not allowed in any form</b></p>
<p><b>Live Video</b> (Livestream, Webinars, Facebook, Instagram, etc.)</p>	<p>Share informational/persuasive campaign messages</p>	<p>Solicit/encourage questions in any form, including comment areas</p> <p>Ask/answer questions in any form, including comment areas</p>
<p><b>LinkedIn</b></p>	<p>Share/post text, graphics, videos, links, etc. containing campaign materials</p> <p>Invite DECA members to connect</p> <ul style="list-style-type: none"> <li>No accompanying direct messages allowed</li> </ul> <p>Mention/tag other individuals/accounts</p> <p>Encourage their materials to be shared on other platforms</p> <p>Comment on or share posts from other candidates</p> <p>List their DECA accomplishments and accolades</p>	<p>Solicit/encourage questions in any form</p> <p>Engage in private, direct messaging</p> <p>Ask/answer questions in any form</p>

<p><b>YouTube</b></p>	<p>Share videos containing campaign messages</p>	<p>Solicit/encourage questions in any form, including comment areas</p> <p>Ask/answer questions in any form, including comment areas</p> <p>Record and share a video answering questions received from individuals</p> <p>Use another individual in videos to ask questions to the candidate</p>
<p><b>Video Calls</b> (<i>Zoom, Teams, Skype, etc.</i>)</p>		<p>Not allowed in any form <u>except</u> to participate in official SLC activities hosted by VA DECA or State Officer Team</p> <p>On calls, candidates may not promote their campaigns in any form</p>
<p><b>Websites</b></p>	<p>Create informational/persuasive websites to promote their campaign</p>	<p>Solicit/encourage questions in any form</p> <p>Ask/answer questions in any form</p> <p>Share an email address to ask questions</p> <p>Display a question box or utilize any direct messaging service features as part of their site's functionality</p>
<p><b>Direct Messaging</b> (<i>SMS Texts, GroupMe, WhatsApp, Facebook Messenger, Telegram, Slack, Instagram, Twitter, TikTok, LinkedIn, Facebook, Snapchat, Other Social Media, etc.</i>)</p>		<p><b>Not allowed in any form</b></p>
<p><b>Pre-Existing Messaging Groups</b> (<i>SMS, GroupMe, WhatsApp, Facebook Messenger, Other Facebook Groups, Telegram, Slack, etc. i.e., Regional Officer chats</i>)</p>	<p>Share/post text, graphics, videos, links, etc. containing campaign materials</p>	<p>Solicit/encourage questions in any form</p> <p>Ask/answer questions in any form</p> <p>Create new groups of individuals</p> <p>Engage in direct conversations or debate with other candidates</p>



<b>Email</b>		<b>Not allowed in any form, except within one's own chapter</b>
<b>Phone Calls</b> <i>(Phone, Skype, Zoom, Teams, etc.)</i>		<b>Not allowed in any form</b>

**CHAPTER’S SUPPORT FOR CANDIDATES**

The candidate’s association may provide support on approved social media platforms during the campaign period by re-posting, re-tweeting and/or liking original posts.

**SOCIAL MEDIA POSTS, RE-TWEETS, COMMENTS AND LIKES**

Whether an original post, or a post that is commented to or liked, VA DECA encourages all individuals to use their best judgement and remember that they are representing not only their chapter, but also representing VADECA. Candidates and supporters are expected to portray themselves, and the organization, in a positive manner at all times. Under no circumstances will inappropriate social media behavior and/or cyberbullying be allowed. If this occurs, candidates will be subject to disqualification, and the chapter’s voting delegates will be subject to their entire chapter’s voting privileges being revoked.

**DIRECT MESSAGE PRE-APPROVED RESPONSES**

We understand that candidates may receive direct messages from members during the campaigning period. However, direct engagement through private communications such as direct messages is prohibited, and candidates who engage beyond the pre-approved response provided by VA DECA may be subject to disqualification. The following may be sent by candidates and supporters in the event a direct message is received:

**Thank you for your message. As a VA DECA State Officer Candidate, I cannot engage in direct message conversations per the campaign guidelines established by VA DECA. I invite you to review all of my campaign material that have been released by VA DECA.**

**In addition, chapters whose voting delegates encourage or engage in actions that are against the above guidelines will be subject to their entire chapter’s voting privileges being revoked.**