

Election Campaigns Policy

2A.022

Section: 2.0 General Government and Administrative Services
- A. Governance

Authority: Chief Administrative Officer

Statement

The Municipal District of Bonnyville (M.D.) recognizes that in an election year, there must be clear delineation between the role of an elected official and the role of a candidate.

Purpose

This policy sets out guidelines respecting the use of M.D. resources for election-related purposes to promote public confidence and transparency in local government elections, and to protect incumbent candidates from allegations of benefit, privilege or inappropriate use of M.D. resources by taxpayers, voters or other candidates.

Definitions

For the purposes of this policy:

- (1) “Campaign” means an organized effort to be elected to public office by winning an election.
- (2) “Candidate” means a member of Council, or any resident, who seeks the office of Reeve or Councillor pursuant to the Local Authorities Election Act.
- (3) “M.D. facilities” means any M.D.-owned/operated/leased building, office, structure, parking lot, sports field, public park, playground, recreational area or community hall.
- (4) “M.D. resources” means any resources (including human and electronic) paid for or acquired with M.D. funds. This includes (but is not limited to), M.D. staff time, equipment, assets (including, but not limited to vehicles, paper or electronic documents, logos, photographs, tools, fax machines, photocopiers, printers, computers, cell phones, telephones), promotional materials, internet services (including email and social media) and intellectual property.
- (5) “Social Media” refers to freely accessible, third-party hosted, interactive Web 2.0 technologies used to produce, post and interact via text, images, video and audio to inform, share, promote, collaborate or network.

Policy

- (1) No candidate shall use the services of M.D. employees for any election campaign or campaign-related activities during hours in which those M.D. employees receive compensation from the M.D.
- (2) No candidate shall use M.D. resources for any election campaign or campaign-related activities, except on the same basis (including paying a fee, if any) as such M.D. resources are normally made available to members of the public.

- (3) No candidate shall use M.D. facilities for any election campaign or campaign-related activities, except on the same basis (including paying a fee, if any) as such M.D. resources are normally made available to members of the public.
- (4) No incumbent candidate shall use their M.D. expense account for election-related purposes.
- (5) No candidate shall create a link from a personal M.D. webpage on the M.D. website to a campaign-related website. Personal information or content created by a member of Council on their personal councillor webpage may be downloaded to a campaign or campaign-related website. M.D. content, graphics, logos or formatting (including official M.D. logo RGB/CMYK colour values) may not be downloaded.
- (6) Social Media accounts that may be used for campaign purposes must be set up on personal cell phones and/or computers.
- (7) No candidate shall post campaign-related materials on M.D. Social Media platforms, including (but not limited to) Facebook, Twitter, and Instagram. M.D.-operated Social Media platforms shall not be used by any candidate, incumbent or otherwise, for campaign purposes. Any campaign-related materials posted to any M.D. Social Media platform will be removed. Repeated contravention of this policy will result in the banning of the candidate from the Social Media platform until the election has been completed.
- (8) After June 30 in an election year, and until after the organizational meeting immediately following the election, no member of Council shall:
 - (a) host an M.D.-sanctioned/funded Ward Open House or event;
 - (b) have a campaign-related website, personal website or Social Media site linked to the M.D. website, mobile device or Social Media platform; or
 - (c) use an M.D.-funded newspaper column to promote a campaign or candidate(s) for office.

Policy Review

Within four (4) years from date adopted / amended / reviewed, or six (6) months before a municipal election – whichever comes first.

For administrative use only:

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| Previous Policy Number: (prior to July 24, 2019) | 10.12.41 |
| Related Documentation: (plans, bylaws, policies, procedures, etc.) | |