

Students are required to adhere to the campaign rules and procedures as defined by the [Rules to Govern Elections to the Board of Governors and the Senate](#) and the [Poster, Banner, and Handbill Policy \(BP3145\)](#).

Campaign Period

Opens: 9:00 am (PST) on Wednesday, March 10, 2021

Closes: 4:00 pm (PST) on Thursday, April 1, 2021

All posters, banners, websites, electronic communication, social media, and similar **must be removed by the close of the campaign period**.

Campaign Spending Limit

The following campaign spending limits are per position a student is nominated for:

- \$25.00 credit established at ZAP! Copy Centre
- Up to \$75.00 of a candidate's own money

Candidates are required to provide **receipts only** to verify campaigning expenses. Receipts must be submitted to Kathy MacDonald, Office of the University Secretary, usec2@uvic.ca no later than 4:30 p.m. (PST), Thursday, April 1, 2021.

Individual candidates are responsible for submitting their own receipts. Combined submissions or submissions by campaign managers are not permitted.

Posters, Banners, and Handbills

Posters and banners can be displayed **during the campaign period only**.

IMPORTANT: Posters and banners may not be posted in the residences. Any poster that references Board of Governors and/or Senate counts towards the poster limit for that election.

Electronic Campaigning

Electronic campaigning is not directly addressed in the relevant university policies and procedures. To guide your electronic campaign please refer to the information below, which has been established in accordance with the *Rules to Govern Elections to the Board of Governors and the Senate* and the *Poster, Banner, and Handbill Policy (BP3145)*.

Candidates may create static websites for the purposes of campaigning. Websites are considered akin to posters and are governed by the [Student Election Poster and Banner Procedures \(p. 18\)](#). Websites may be active **during the campaign period only**.

Electronic communications (including email) and social media (including Instagram, Snapchat, Facebook, Twitter or blogging) that push information to constituents or allow for interaction (e.g., commenting, updates, messaging) are considered active campaigning. These forms of campaigning are allowed **during the campaign period only**.

Candidates may purchase advertisements on social media sites. Social media advertisements may be active **during the campaign period only**. Spending on social media advertising counts against the \$75 spending limit for use of a candidate's own funds.