Electronic Election Campaign Procedures

1 Definitions

Under these procedures:

1.1 “Private Domain” – The electronic domain designated for the ongoing private use of the candidate or assistants thereof throughout the year.

1.2 “Public Domain” – The electronic domain exclusively designated for the promotion of the candidate during the course of the campaign, and is defined in these procedures.

1.3 “Candidate” – A candidate for either the position of Chairperson or Vice Chairperson of the Student Union. This includes those who have submitted their nomination to the election committee, or have yet to do so but have publicly announced their intention to do so.

1.4 “Assistant” – All who seemingly engaged in online activity involving promotion of the candidate or the platform thereof. Whether the candidate aware to their activities and whether he is not.

1.5 “Organization Period” – The period beginning at the time in which the candidate expressed his intention to submit his or her nomination and ending at the launch of the Campaign Period as set by the Election Committee.

1.6 “Campaign Period” – A period set by the Election Committee, exclusively during which electronic and physically campaigning is permitted.

1.7 “Prohibited Electronic Campaigning” – Campaigning undertaken by means of either external funding, use of pressure over students, abuse of the position of a Student Union functionary, slander and material falsehood for the purpose of promoting the campaign, or lacking equality.

2 Purpose of Procedures:
2.1 Completing the procedures for the election of the Student Union leadership (“Election Procedures”), in all electronic campaign related aspects. These procedures will be updated on a yearly basis by the Election Committee.

3  Announcement:
3.1 The Election Committee highly values the importance of advertisement and electronic campaigning in an era that most of the advertisement is undertaken in this form. Therefore, the Election Committee has decided to permit a limited extent of use of this form of campaigning for the purpose of promoting the public debate involving the elections, in order to contribute to the students’ awareness to the candidates and the elections.
3.2 The Election Committee reserves the right, to desist and to abolish all electronic campaigning, in the event that these procedures are violated.
3.3 The candidates shall receive these procedures alongside the Election Procedures. During the candidates meeting, time will be granted for clarifications and questions, after which each candidate will sign a declaration that he or she are oriented with the procedures and will comply with them.
3.4 Ignorance of the procedures does not excuse liability for violations.
3.5 In case there is an electronic method not addressed in these procedures, the Election Committee shall be sole authority to permit usage of it.
3.6 Retroactive permits for candidate’s actions shall not be granted. Such actions conducted lacking proper explicit allowance in writing and in advance, by the Election Committee, shall be deemed a violation of the procedures.

4  The authority to set procedures for the Student Union elections:
4.1 Authority under Sections 11.8, 11.3.4 of the Student Union Bylaws (the “Bylaws”)

5  The Private domain:
5.1 **Telephones:**

5.1.1 Use of telephones by the candidate and assistants thereof is permitted during the Organization Period as well as during the Campaign Period. This section stipulates the definition of telephones to include: voice and text (including via the internet).

5.1.2 Notwithstanding Section 5.1.1 mass recruitment of supporters by means of telephones during the Organization Period is prohibited. This section stipulates the definition of recruiting, to include any use of telephone to reach out to any non-declared supporters of the candidate. For this purpose, establishment of a WhatsApp group with over 45 members who have roles in the campaign and/or declared supporters will not be allowed.

5.1.3 During the Campaign Period, mass recruitment of supporters will be allowed via text messaging only. It should be emphasized that external funding in this regard will be construed as a harsh violation as defined by the penal sections of the Election Procedures.

5.2 **Social Networks:**

5.2.1 The term social networks in this section shall include all use of social network platforms, including Facebook, LinkedIn, Instagram, Twitter etc.

5.2.2 Private use of a profile of a candidate and/or assistants thereof, is permitted throughout the entire nomination and election period.

5.2.3 Notwithstanding Section 5.2.2, advertisement of a candidate or the agenda thereof, on a private profile a candidate or assistants thereof is prohibited prior to the Campaign Period.

6 **The Public Domain:**

6.1 **E-mail**

6.1.1 Each candidate shall submit two single page documents to the Election Committee, not later than two weeks (14 days) prior to campaigning: One shall include the platform of the candidate, and the other shall include the biographic background they wish to publish. In addition, as they wish, they may add to the body of the document their photo, Facebook group name, Instagram tag as well as chosen campaign logo.

6.1.2 The Election Committee shall decide whether to approve the document, within 24 hours. In the event that the document will be rejected, the Election Committee shall give notice to the candidate, elaborating the reasoning behind the rejection, and the
candidate shall be granted the opportunity to make amends in compliance with the comments provided.

6.1.3 Should the candidate elect to amend the document, he shall submit the amended version for approval within 24 hours. In the event of failure to properly amend the document, it shall not be used for the campaign.

6.1.4 The Election Committee shall merge both documents into one single document, and shall publish it via email to all IDC students.

6.1.5 In the beginning of election week, the Election Committee shall resend the above-mentioned document alongside their declaration regarding the integrity of the elections.

6.1.6 Use of the email accounts of the academic coordinators and/ or the class representatives is prohibited.

6.2 Facebook Fan-Page

6.2.1 Each Candidate may establish one fan-page ("Group") on Facebook, promoting his or her nomination, subject to the restrictions set forth.

6.2.2 The Group shall be established in the beginning of the Campaign Period, and it should be emphasized that use of an existing group is not allowed.

6.2.3 The Candidate shall provide the Election Committee with the link to the Group and must be approved by the committee prior to publicly opening it.

6.2.4 The Candidate shall add the Chairperson of the Election Committee, or a member thereof appointed by the committee, as a friend in the Group for the purpose of ongoing supervision, and he shall be granted Admin status over the group for this purpose.

6.2.5 An Election Committee representative shall not engage in the activity of the Group, despite in the event an official complaint has been filed, and the Election Committee has determined necessary.

6.2.6 An Election Committee representative shall not post on the Group, excluding official announcements of the Election Committee involving all candidates, and after advance coordination with the candidates.

6.2.7 The Candidate is exclusively liable for all written in the Group.

6.3 Other Use of Social Networks

6.3.1 The term social networks in this section covers all social network use, including Facebook, LinkedIn, Instagram, Twitter etc.
6.3.2 Use of social networks by the candidates or assistants thereof for the purpose of promoting their platforms by means of posting on various groups, such as class groups, Student Union group, IDCGAG, IDC CONFESSION, etc. is prohibited.

6.3.3 A position holder supporting a candidate shall not publish posts on social networks any such posts in connection with their position, and that imply support of any candidate.

6.3.4 Position holders in the Student Union actively assisting any candidate, shall not publish posts involving their position in the Student Union groups or the class groups, in the event that their profile picture indicates affiliation to or support of any candidate.

6.4 Websites

6.4.1 Candidates may establish a website promoting their candidacy.

6.4.2 Such a website shall be made public at the beginning of the Campaign Period, subject to approval by the Election Committee.

6.4.3 The items permitted to publish on the website are the document approved by the Election Committee under Section 6.1.1. Additional documents are subject to the approval of the Election Committee.

6.4.4 The website shall not include links of any kind, excluding a link to the Facebook Group, to video clips pre-approved by the Election Committee.

6.4.5 The candidate is required to submit the website URL (address) to the Election Committee for review up to 24 prior to making it public and to have the committee permission before he upload it.

6.4.6 Changing the entries on the website after the review by the Election Committee is prohibited.

6.4.7 The Election committee shall not accept any prohibited electronic campaigning undertaken on this website by the Candidate or assistants thereof.

6.5 Video Clips

6.5.1 Candidates may create video clips for the purpose of the campaign. Such videos shall be published via all permitted public electronic media, including the website, the Facebook Group and the emails sent by the Election Committee.

6.5.2 Candidates may publish one new video clip every campaign day, including election days.

6.5.3 The video clips shall be filmed exclusively during the current election period, and shall not include photos or video clips taken prior to this period. The video clips
may be filmed within the boundaries of the IDC campus and the parking lots, excluding the Student Union headquarters.

6.5.4 Participation in these video clips is permitted exclusively to the candidates and assistants thereof. It is prohibited to include in the video clips, any persons who are not students at IDC, position holders at the Student Union or class representatives.

6.5.5 It is mandatory for the candidates to receive approval for the video clips, by the Election Committee, prior to publishing them.

7 Financial Expenses

7.1 All expenses of the elections shall be funded by the budget of the Election Committee, under Section 11.3.8 of the Student Union bylaws.

7.2 The candidate must make a list of all his expenses during the elections. In the list, write a date, an exact amount (including VAT) and attach an invoice.

7.3 External Funding: It is prohibited to have any expenses funded by a candidate and assistants thereof for the use of electronic media. All expenses shall be funded exclusively by the funding provided to the candidates by the Election Committee regularly under the election budget.

7.4 In addition to Section 7.2, a candidate may make use of the funding provided by the Election Committee for the purpose of paid advertisement over electronic media. It is mandatory for candidates to receive approval by the Election Committee for every above-mentioned paid advertisement prior to use of it.

7.5 “Funding” in this section, covers actual money or any valuables.

7.6 Violation of the rules set forth in Section 7 will constitute a harsh violation under its meaning under Section 25.2 of the Election Procedures.

8 Penalties

8.1 Any undertaking of prohibited electronic campaigning, use of pressure over students, abuse by position holders of Student Union, slander, material falsehood for the purpose of promoting the campaign, or lacking equality, will constitute a harsh under its meaning under the penal section of the election procedures.

8.2 Any public advertisement via electronic mediums undertaken prior to the beginning of Campaign period, will constitute a harsh under its meaning under the penal section of the election procedures. An emphasis should be made regarding such conduct throughout the Public Domain as defined by the procedures.
9  **Petitioning**

9.1 Any student has the right to file a petition regarding violations of the procedures. A petition to the Election Committee shall be filed according to Section 31.1 of the election procedures.

9.2 Verdicts made by the Election Committee regarding violation of the procedures shall be given to the candidates according to the procedure set forth by Section 32.1 of the election procedures.

10  **Appeal**

10.1 Candidates may file an appeal against a verdict made by the Election Committee, to the Chairperson of the Election Committee. The Chairperson will forward the appeal to the external supervisor within 48 hours from filing.

11  **Special procedures**

11.1 The Election Committee may amend any of the procedure sections at any time.

11.2 The Election Committee shall make the amendments public by updating them on the Student Union website and/ or the app.

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**Roei Kleiner**

**Chairperson of the Election Committee**