



2025 NACAC Campaign Guidelines

Running for national office is an opportunity for leaders to present themselves for service to NACAC and for NACAC to identify members who can best guide and govern the association in pursuit of its mission and objectives.

The following guidelines should be followed by NACAC members, nominees, and groups to avoid behaviors that detract from the integrity of the election process and the association.

NACAC will share the slate and nominee materials on their website and official social media accounts in conjunction with the corresponding Bulletin announcements.

- Nominees and NACAC members may repost/reshare any of NACAC's official posts highlighting all candidates and encouraging participation in the Annual Member Vote, but posts specifically promoting one candidate are not permitted.

MEMBERS SHOULD NOT:

- Discuss or promote a nominee through public E-lists, blogs, websites and social media.
- Use flyers, buttons, banners, bracelets, ribbons, favors or any other similar campaign gimmicks to promote a specific candidate.
- Imply, state, or solicit endorsement of nominees from current members of the NACAC Board of Directors or the NACAC Nominating Committee.

NOMINEES SHOULD NOT:

- Discuss or promote themselves and their candidacy through public E-lists, blogs, websites or social media.
- Engage in online conversation regarding their candidacy beyond "liking" or commenting with a "thank you" if tagged on social media.
- Increase their social media presence after being selected for the slate. This includes but isn't limited to joining new online groups. Rule of thumb; if it gives you pause to post, don't post it.
- Give campaign speeches at meetings (affiliate conferences, committee meetings, SIG meetings, etc.) or otherwise campaign for their candidacy.
- Use flyers, buttons, banners, bracelets, ribbons, favors or any other similar campaign gimmicks to promote themselves over other candidates.
- Imply, state or solicit endorsement of their candidacy from current members of the NACAC Board of Directors or the NACAC Nominating Committee.

AFFILIATES/GROUPS/ORGANIZATIONS SHOULD NOT:

- Promote or participate in activities that would be considered campaigning for a nominee.

If you are unsure if activity is outside of the guidelines explained in this document, please contact Heather McGhee (hmcghee@nacacnet.org) before planning such an activity, to ensure that the integrity of the election is maintained.