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| <b>Subject:</b> Use of Corporate Resources for Election Purposes | <b>Effective Date:</b> May 1, 2026 |
|  | <b>Review Date:</b>                |
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## Purpose:

The purpose of this policy is to clarify the use of corporate resources by members of Council, Candidates, staff and volunteers related to elections, including municipal and school board elections.

## Scope:

This policy is applicable to all members of Council, all registered Candidates, election campaign staff and municipal staff and volunteers. Nothing in this policy shall preclude a member of Council from performing their role as a Councillor, nor inhibit them from representing the interests of the constituents who elected them. This policy applies during any Election Period.

## Definitions:

**“Candidate”** means any person who has filed the prescribed paperwork to run in a Municipal/School Board, Regional, Provincial or Federal Election, or political party, or by-election. Also includes a Third-Party Advertiser who is an individual, corporation, trade union as defined Municipal, Provincial or Federal legislation.

**“Campaigning”** means any election-related activity for the purpose of supporting or opposing the election of a Candidate, or a question on the ballot, and includes, without limiting the generality of the foregoing, the distribution of materials (paper and electronic), advertising (including any form of electronic advertising), any form of promotion (including by means of social media), display of signage, etc.

**“Election Period”** means the period commencing on Nomination Day and ending when voting day is over.

**“Municipal Property”** means all Township property including any buildings or other structures on the property including but not limited to the Municipal Office, Libraries, Parks, Arenas, parking areas, roads, and sidewalks.

**“Social Media”** means web-based applications that allow users to interact, share and publish content such as text, links, photos, audio and video using media platforms including be not limited to Facebook, LinkedIn, “X”, Instagram, Snapchat, TikTok, YouTube, wikis, blogs, and other similar applications and websites.

## **Policy:**

It is important that all Candidates receive fair and consistent treatment to ensure the integrity of the electoral process and a fair and unbiased election. There must be equal treatment for all Candidates.

No Township resources are to be used for, or by, any Candidate or representative, for their Campaigning activities, including, but not limited to, the use of:

1. The Township's Corporate identity (logo, tag line etc...) including media content such as photographs, videos, branding or any Township resources or assets.
2. The Township's Information Technology (IT) resources, including the Township's website, social media sites including YouTube, phone devices, laptops, voice mail systems, nor can there be a link to a Candidate's site from the Township website or Township social media platforms. Note: exception applies to current members of Council who have a website/social media that is solely used for Council purposes.
3. Any Municipal Property (that is not specifically booked as a rental with payment), including displaying campaign posters, signs, and flyers.

## **General:**

1. Current members of Council who are also Candidates must keep a separate website/social media/email accounts etc... related to their candidacy that is not supported/linked to the Township's IT resources.
2. Current members of Council shall not represent themselves as a Candidate at a Township function, whether the event is on Township property or not.
3. Current members of Council shall not utilize distribution lists or contact lists that were developed with corporate resources or through their contact as a Member of Council.
4. Current members of Council shall not use any Township approved discretionary spending for Campaign related activities.
5. Official election information will be made available to all Candidates through the Township's website and the Clerk's Office.
6. Staff may supply department specific information and services to Candidates in the same manner as would be available to the public.

7. Staff may not campaign or actively work in support of, or in opposition to, a Candidate during their paid hours of work (or their official/volunteer duties with the Township).
8. Staff wanting to work in support of, or in opposition to, a Candidate during the election must do so outside of paid working hours (and/or their official/volunteer duties with the Township).
9. Staff must also clearly separate their support, or opposition, of a Candidate, including canvassing, from their role as Township staff/volunteer and must not be identifiable as Township staff/volunteer (e.g., cannot wear Township issued clothing, name badge, business card, using Township issued/branded vehicle).
10. Staff may not display any election related material, clothing, pins, or other election related merchandise on any Municipal Property during their normal work hours or display it visibly (to other staff or members of the public) during meetings, including electronic meetings.
11. Certain staff may be prohibited from participating in campaign activities where there is a potential for a conflict of interest or the perception that the integrity of the election may be compromised e.g. Clerk, Returning Officers, Deputy Returning Officers, election staff etc...
12. Staff shall not imply Township endorsement of any candidates, party, or question, nor associate their Township position or title with political activity.

### **Applicable Legislation:**

- Municipal Elections Act
- Selwyn Organizational Policy