



Social Media Guidance for Members in the 2021 Council Elections

Pre-election period 2021 (22 March to 30 June)

This guidance is intended to help members interpret the CSP canvassing guidelines in relation to using social media – including the use of iCSP.

Although the canvassing guidelines do not explicitly refer to social media, they are relevant to these channels of communication. The same principles apply regardless of whether canvassing and candidate promotion is in person, in writing or via social media.

The [canvassing guidelines](#) can be found on the CSP website.

For Council Election Nominees:

- **Candidates can promote** themselves on their **own social media accounts** and via iCSP providing they do so in line with the canvassing guidelines, through positive promotion of their candidacy.
- CSP Members **must not engage in any negative or disparaging social media activity with any of the other election candidates.**

For CSP Staff and Volunteers:

- **Official CSP social media accounts cannot be used to publicise or promote candidates.** No candidate can be quoted, mentioned, liked, retweeted or have their posts or stories shared using CSP official accounts; including country board, regional network, branch, NGRS, diversity network and student accounts and groups on Twitter, Instagram, Facebook, Whatsapp, LinkedIn and other channels.
- Professional network social media accounts are not official CSP accounts but members administering them are bound by the rules relating to members (see below).
- **Individual CSP staff social media accounts cannot not be used to publicise or promote candidates.**
- **CSP Staff may not quote, mention, like, retweet or share posts or stories from candidates even if the subject is not about the election.** This could be seen to be showing or giving the impression of bias, favour or support to a particular candidate, network or group.
- Although all candidates will not be known until nominations close after the 17 May, CSP staff members must not engage in any social media activity with any *potential* nominees. **Members are requested to indicate to CSP staff if they are running for the 2021 Council elections.**



For Members:

- Members who are not themselves candidates can indicate their support for candidates on their personal social media accounts.
- Members must not disparage candidates on social media.
- Non CSP accounts administered by multiple members e.g. PhysioTalk can facilitate candidate discussions but should:
 - Treat all candidates equally by inviting all candidates to take part and enabling their participation, bearing in mind some may not be social media active. Providing all candidates have been invited, virtual hustings can go ahead even if one or more candidates declines to take part.
 - Ensure discussions are positive and comply with the canvassing guidelines and professional standards.

Further Member Resources:

[‘2021 Council Elections - Canvassing Guidelines’](#)

All information about the CSP Council elections can be found on the CSP website:

<https://www.csp.org.uk/about-csp/how-we-work/governance/council/council-elections-2021>

If you have any questions relating to this guidance, please contact governance@csp.org.uk