

VI. Election Campaign Policy and Procedures

1.0 PURPOSE

This document provides policy and procedures for the election campaigns for all elected volunteer positions of the American Health Information Management Association (AHIMA).

2.0 AFFECTED PERSONS

This policy and procedures apply to:

- All candidates for any AHIMA elected positions:
 - AHIMA Board of Directors
 - Commission on Certification for Health Informatics and Information Management (CCHIIM) Commissioners
 - Council for Excellence in Education (CEE) members
 - Speaker-elect of the House of Delegates
 - Nominating Committee Members
- AHIMA Board of Directors, AHIMA Foundation Board of Directors, CCHIIM Commissioners, CEE Members, and Nominating Committee, and Speaker-elect
- Component Association (CA) Leaders
- Delegates
- Members
- AHIMA Staff

3.0 AUTHORITY

Election campaign activities are governed by:

- Laws of the State of Illinois and regulations of the Department of the State of Illinois – "Illinois Standard of Conduct", Article XVII, Section 1.
- AHIMA Code of Ethics. All members must adhere to the AHIMA Code of Ethics, especially appropriate is Principle 13: *Respect the inherent dignity and worth of every person.*
- AHIMA Bylaws.
- Approved resolutions of the AHIMA Board of Directors; and
- Articles of Incorporation and Bylaws of CAs, in cases where the CA is acting as an independently governed organization.

4.0 POLICY & PROCEDURE

4.1 ASSOCIATION RESPONSIBILITIES

AHIMA's responsibilities in the election process:

- Promote member nomination and voting processes.
- Encourage active member participation in the election process.
- Request and publish information provided by candidates relevant to the position for which they are running to help members make informed decisions and that provides candidates an equal

opportunity to be represented.

- Administer a fair and defensible balloting process available to all qualified voters.
- Conduct and support the function of the election teller.
- Post all photos of the candidates.
- Produce one e-newsletter including candidates' campaign materials to be distributed to members prior to the election's start. All candidates will be allowed to contribute one page (650 words or equivalent) of content to the e-newsletter promoting their candidacy. AHIMA will distribute to members via e-mail using the listing currently available.
- Review candidate created videos on YouTube for compliance with guidelines specified here and within the instructions for the video prior to sharing the link with members.
- Feature candidates on the AHIMA Website in an area assigned to candidates.
- Keep confidential members' contact information.

4.2. AHIMA BOARD OF DIRECTORS, AHIMA FOUNDATION BOARD OF DIRECTORS, CCHIIM COMMISSIONERS, CEE MEMBERS, AND NOMINATING COMMITTEE RESPONSIBILITIES

The AHIMA and AHIMA Foundation Board of Directors', the CCHIIM Commissioners', CEE Council Members and Nominating Committee's responsibilities in the election process:

- Promote the election process.
- Encourage all candidates to succeed.
- Remain neutral during the campaign by not publicly endorsing any candidate while serving on any of the AHIMA entities. For example, not participating in the following: wearing campaign buttons, campaigning at CA annual meetings, campaign coaching, writing letters of recommendation, or supporting on social media, (LinkedIn, Facebook, Twitter etc.)

4.3 CANDIDATE RESPONSIBILITIES

Candidate responsibilities in the election process:

- Conform to the AHIMA Code of Ethics.
- Adhere to this AHIMA Policy and Procedures Election Campaign Guidelines. Any violation of this policy may result in the termination of candidacy.
- Use the designated AHIMA campaign resources to allow for structured, consistent campaigning.
- Submit requested camera-ready materials and photos to AHIMA by communicated deadlines.

Allowed campaign activities:

- Campaign flyers, business cards or other campaign literature
 - All campaign materials must be approved in advance by AHIMA's Staff Liaison.
 - May be made available at CA meetings, with prior approval from the CA leadership, in a designated area.
- Candidate promotions are permitted on the AHIMA website area designated for candidates. This is facilitated through staff.
- Campaigning at CA meetings only in the designated area outside the meeting rooms.
- Attend AHIMA events, but refrain from active campaign activities i.e., distributing flyers or other candidate materials as well as circulating within the meeting. May introduce oneself to members during breaks or lunch.
- Create a video to be posted on AHIMA's YouTube page. Candidates must adhere to all specified video guidelines provided by staff. Guidelines include video length, size, copy deadline, and no AHIMA logo use. Videos should be posted on member's own YouTube channel before submitting to

AHIMA. Videos not posted to a personal YouTube channel will be not accepted.

- Candidates may use the messaging feature of LinkedIn or Facebook to send emails on candidacy.
- Candidates may send email messages to members using their personal email address.

Guidelines for email messages:

- The subject line must indicate that it is a Message from a Ballot Candidate. It must not give the impression that the message is from AHIMA or is AHIMA approved.
 - The email address should be the candidate's own personal email, not a work or group email.
 - The ballot candidate may send messages to members currently on their contact list. Candidates may not use listings obtained from meetings or other means. AHIMA and CAs cannot share or sell address lists.
 - Messages should not indicate that the member is receiving the message because s/he is an AHIMA member. This provides the appearance that AHIMA is sending the message or supporting the email.
 - Messages must be from a ballot candidate and note that s/he is a candidate for an AHIMA national office.
 - Links included in the email may not be to work websites
 - The member must have the ability to opt-out of receiving the communication, and/or the ballot candidate's message must include: "If you don't want to receive these emails, please respond and say 'unsubscribe.'"
 - Disclosure to be included at the bottom of the message: This message is on behalf of the ballot candidate. It does not reflect the views of AHIMA, nor is it sponsored or endorsed by AHIMA. E-mail addresses were not provided by AHIMA.
- **Social Media Campaigning:**

"Social Media" includes Facebook, LinkedIn, Twitter, Instagram, Google+, blogs, chat rooms, discussion forums, posted comments, picture-sharing sites and other means of interaction in which individuals create, share, and exchange information and ideas in virtual communities. Included are communicating or posting information or content of any sort on the Internet, including to the candidate's own or someone else's blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or chat room, whether or not it's associated or affiliated with AHIMA, as well as any other form of electronic media.

 - Candidates are encouraged to create their own Facebook, Twitter, LinkedIn, blogs, and other accounts. Candidates are encouraged to post about their candidacy, positions on health information issues, experience, etc. on Facebook, Twitter, and LinkedIn, along with the hashtag #AHIMAElection21. (Note that, on Facebook, in order for the post to appear under the hashtag for a wider audience outside of friends, candidates must change the audience for their post from the default "Friends" to "Public, Anyone on or off Facebook;" to make the post public on LinkedIn, choose "Anyone" or "Anyone + Twitter" if the candidate has added her/his personal Twitter account to her/his LinkedIn profile.) AHIMA will publicize candidates' election social accounts throughout the campaign.
 - Candidates are required to use social media networking tools in a professional manner. Postings that include discriminatory remarks, harassment, threats of violence, political messages, or similar inappropriate or unlawful conduct will not be tolerated.
 - Photos posted by ballot candidates must not include any current AHIMA Board, Foundation Board, CCHIIM and CEE Board, Nominating Committee members or staff.
 - AHIMA Board, Foundation Board, CCHIIM and CEE Board and NC members cannot be tagged or mentioned in candidate's social media posts.
 - **Candidates must be aware that all social media activities will be closely monitored by AHIMA staff for appropriateness in content, language, photos posted, etc.** Ballot candidates must make sure to always be truthful and accurate when posting information or news, and if a

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mistake is made, to correct it quickly. Ballot candidates may, however, respond to inquiries and engage in discussions originated by others as needed.

- Candidates are permitted to link to AHIMA's voting page on their Facebook, Twitter, LinkedIn, blogs, or other accounts.
- Candidates for elected positions may post their candidacy on their LinkedIn page to promote themselves and engage members. The candidate's designation as a candidate must be removed from their LinkedIn page once the election has concluded.

Not allowed campaign activities:

- Campaigning at AHIMA sponsored meetings.
- Using the AHIMA logo in promoting oneself.
- Purchasing advertisements in AHIMA or any other non-AHIMA publication/media/television/radio.
- Accepting financial campaign support from third parties, including vendors, CAs, colleagues and/or employers.
- Accepting in-kind services (airline tickets, travel, printing, postage, etc.) from anyone (example: CA, vendor, employer, universities, hospitals, corporations, etc.).
- Sponsoring any event(s) at AHIMA volunteer related meetings (example: receptions, coffee breaks, etc.).
- Posting campaign images (pictures or videos) to AHIMA-sponsored Facebook pages. They may host and link to these documents elsewhere.
- Posting photos that include any current AHIMA officers or staff.
- Including campaign information within presentations whether live or webinars. Example: Jeff Doe, candidate for Speaker-elect on a slide at a CA meeting.

4.4 DELEGATE RESPONSIBILITIES

Delegates' responsibilities in the election process (may include any or all the following):

- Encourage members to vote.
- Become informed about candidates' qualifications and views by reading candidates' positions and seeking information from candidates on their views.
- Communicate with members about the candidates and the election (example: use board meetings and newsletters as vehicles).
- Express his or her opinion of an individual candidate's qualifications at the delegate's discretion if requested by an individual member.
- Offer available information on a CA's position on a candidate at the delegate's discretion and if requested.

4.5 CA RESPONSIBILITIES

Component Associations' (CAs') responsibilities in AHIMA national election process:

Allowed campaign activities:

CAs may:

- Allow discussion of candidates' qualifications and positions at CA general and board meetings held during the election period.
- Use permissible meetings, newsletters, and other electronic communication to encourage voting.
- Promote candidates (at its own discretion) on the CA websites or through other electronic media, e.g., Facebook or LinkedIn.
- Use AHIMA created campaign information in its newsletter.

- List candidates in their CA publication or use any venue of media.
- Provide campaign materials at CA-sponsored events at the CA's discretion. If allowed by the CA, materials must be at a designated campaign area (booth, table) or inserted into the CA bag of materials for the registrants.
- Work with other CAs to promote candidates.
- Share a copy of the candidate campaign information developed by AHIMA with CA members.

Not allowed campaign activities:

CAs may not:

- Provide candidates with AHIMA/CA member contact information at the risk of violating the AHIMA-CA Affiliation Agreement.
- Provide financial or in-kind support to any candidates. This would include postal mailings or paid campaign ads for candidates.

4.6 STAFF RESPONSIBILITIES

- AHIMA staff are responsible for supporting and enforcing policies.
- AHIMA staff may not nominate or endorse any candidate.

4.7 CONSEQUENCE OF VIOLATION

Suspected violations of this policy will be subject to review by the AHIMA Nominating Committee and may result in the possible termination of candidacy.