



City of Parksville Election Campaigning and Social Media Guidelines

The following will assist candidates, whether incumbents or not, when considering the use of City of Parksville social media and communications platforms.

WEBSITES AND SOCIAL MEDIA

- Websites, domain names and engagement platforms funded by the City may not be used for campaigning. (*parksville.ca; parksvillefirerescue.ca; emergencycoastside.ca; jensencentre.ca; letstalkparksville.ca*)
- Candidates may provide a link to the City's official election website in their campaign materials for electors to access additional information about the election and voting process.
- The City's official election website (*letstalkparksville.ca/election-2026*) will provide candidate contact information which may include a link to a candidate's website.
- The City's official election website may include other information supplied by the candidate to educate electors but shall in no way endorse any candidate.
- Websites or domain names operated or funded by the City shall not include any election campaign-related materials or links to any sites featuring election campaign-related information, including but not limited to Facebook, Instagram, LinkedIn, Threads, BlueSky and other social media accounts to any sites that feature election campaign-related material.
- The City throughout the election will post nonpartisan election content on social media channels including but not limited to: Facebook, Instagram, LinkedIn, Threads, BlueSky, etc. To preserve the nonpartisan nature of the City's election posts, candidates, members of Council, or any individual acting on behalf of a member of Council are not permitted to write any comments on the City's social media posting. Any such postings will be removed immediately.

IMAGES

- Photographic or video material created or funded by the City shall not be used for election related purposes or activities or campaign-related activities including campaign materials. This includes any Council portraits funded by the City.
- The City's logo, crest, flag, etc. may not be printed, posted or distributed on any election-related campaign materials or included on any election related website.

MISCELLANEOUS

Members of Council may not use the City's voice mail system to record election related messages. This also applies to a member not seeking re-election.

EXAMPLES OF WHAT CAN BE INCLUDED ON A CANDIDATE SOCIAL MEDIA POST

- Attendance at non-City sponsored events on private property.
- Candidate biographies including previous City Council positions if applicable.
- Candidate events occurring inside a facility rented by the candidate.
- Social media posts distributed by the City's communications department.

EXAMPLES OF WHAT CANNOT BE INCLUDED ON A CANDIDATE SOCIAL MEDIA POST

- The City's corporate logo, flag, chain of office, other marks, websites, phone numbers, and technology.
- No City-owned or taken photos unless part of a City provided social media post.
- No City-owned or operated facilities can be used in social media posts.