

CUSA^X ***elections***

CUSA 2026 By-Election Campaign Guidelines

Introduction

These guidelines are meant to provide information regarding the 2026 By-Election, and provide further explanation of various processes and requirements that are set out in the [Electoral Code](#) (hereinafter referred to as the Code). These guidelines provide information and rules that are meant to supplement those that are set out in the Code, and in no way replace any provisions of the Code. It is the responsibility of all prospective candidates, candidates, and referendum campaign committees to familiarize themselves with the Code, and all other relevant policies.

Fairness in Elections

The role of the Chief Returning Officer is to ensure the election runs in an orderly and fair fashion and culminates in returning a result to CUSA that the electorate is satisfied is fair. All candidates and campaign committees are asked to ensure they are running a campaign that they can be proud of should they be successful. Candidates have more influence than any other group over the tone of this election, and they are encouraged to think about how they want their affiliation with CUSA, and this election campaign, to be remembered. To be in the most powerful positions within CUSA is to be a part of an organization that has had a productive and fair election campaign.

Campaigning

Campaign period: October 13 to October 21, 5:00pm.

Social Media

The Code makes no distinction between online/digital platforms and physical/in-person platforms (S. 38(2)). Candidates and campaigns should conduct themselves appropriately and respectfully when campaigning through any social media or other online platforms. Social media posts or messages that are harassing, malicious or inappropriate in nature may be penalized and ordered to be removed. A good rule of thumb to follow is: if it isn't acceptable to say or do in-person, it isn't acceptable to write or post online.

Kessy Simbi

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Campaign Expenses

Candidates and campaigns who incur campaign expenses, including receiving in-kind (i.e. free) goods and services, are required to account for such expenses and complete a [Report of Campaign Expenses](#). The completed report must be submitted to the CRO no later than 72 hours after the end of the voting period. If a candidate or campaign has incurred no expenses, they still must inform the CRO of such.

Limits: candidates and campaign committees must strictly adhere to the campaign expense limits that are prescribed by Policy, and listed below. No spending can occur beyond these limits, and doing so will result in penalization or disqualification (S.103).

- Councillor Candidates - \$100

Campaign Materials and Posters

Councillor candidates and their campaigns **are not permitted** to hand out or distribute any campaign material. Additionally, as per the Electoral Code Councillor candidates are not permitted to put up posters.

The CRO may penalize any candidate or campaign for the illegal use or distribution of campaign materials under the Electoral Code, including for violating the provisions of these guidelines.

Carleton University Library Spaces

Campaigning is prohibited in space that is managed by the Carleton University Library.

Authority

These guidelines are issued by the Chief Returning Officer under the authority of S. 20 (f) of the Code, and shall be considered regulations/procedures for the good administration of this election. They may be amended or supplemented by the CRO at any time, with notice given to all candidates, as issues arise during the election period.

Issue date: October 7, 2026