OMA Ontario Medical Association

Elections Communications Guidelines

Approved by the Board of Directors - October 28, 2026

Scope:

These guidelines apply to all OMA election candidates.

Principles:

The OMA is committed to ensuring an open, fair and transparent election campaign process — a level playing field for all.

High voter turnout and member involvement are only possible if members are actively engaged throughout the election process. Candidates play an important role in promoting the elections and getting members to participate.

The OMA will support members in understanding what is and is not allowable, there is a distinction between promotion and campaigning.

Guidelines:

These guidelines have been provided to ensure all candidates understand expectations. As part of their application, all candidates acknowledge and agree to abide by these guidelines, as well as the Board Recruitment Policy and the Single Election Period Policy. Contravention of the declared agreement may result in a notice of inappropriate conduct being communicated to the membership and/or a requirement to withdraw their candidacy.

The OMA will ensure all president-elect and board director candidates have a comprehensive application package available for members to review online, including statements, skills assessment, CVs and other approved resources.

From the close of nominations until the end of the voting period, the OMA will not disseminate to members, by any means, communications that support any candidate, such as candidate campaigns and candidate support communications.

Candidates may use resources developed by the OMA to support promotion of the elections and encourage member engagement. They may also create and share their own content, provided it complies with these guidelines. Members are not permitted to use OMA membership lists for campaigning.

The chart below provides additional details on the specific tools, methods, and tactics for campaigning and promotional activities, noting what is permissible.

Tactic/Activity	Status
Comprehensive board director and president-elect candidate profiles online (oma.org)	Coordinated by OMA
To increase exposure, all board directors and president-elect candidates are strongly encouraged to submit a 2- minute video response to questions provided by the OMA to be posted on the OMA website. The video is required to be subtitled to adhere to the accessibility for Ontarians with Disability Act (AODA). The OMA will provide the required technical support to create the videos for all candidates.	Candidate led, OMA support
A townhall will be held for president-elect candidates for members to meet the candidates and to listen on their thoughts on different topics and set questions. Recordings will be posted online. Questions will be collected in advance enabling candidates to prepare appropriately. The organization may choose to hold additional election townhalls (e.g., board candidates); decisions and planning will be driven the annual elections' engagement strategy.	Participation is optional but encouraged. OMA coordinated.
Resources developed by the OMA to use on social media (LinkedIn, X, Facebook, Instagram etc.) and other channels like emails to support promotion of the elections and encourage member engagement candidates can personalize or customize the templated messages provided they avoid traditional campaigning messaging.	Permitted activity. OMA coordinated.
LinkedIn page. OMA staff will host an information session for any candidate (constituency election, board, president-elect) on how to leverage the LinkedIn platform to highlight their skills and experience.	Permitted activity. LinkedIn profile is structured, and skills/experience focused.
Dedicated personal website for campaign purposes.	Not permitted.
Inclusion of their existing personal website in their oma.org profile.	Not permitted. Broad variability of websites and candidates' technical skills in establishing such sites creates unfairness and inequity to the process.
Emails to personal contacts and existing networks.	Permitted activity. Contacts and networks need to have the ability to opt out of receiving such emails. Excess emails could be perceived as spam or

Tactic/Activity	Status
	irritants by recipients and volume should be carefully considered.
Unsolicited emails.	Not permitted.
Communications that include campaign promises, compare candidates, or criticize/campaign against specific individuals.	Not permitted.
Neutral communications that identify the candidate, share biographical information, experience, and skills, request member support (e.g., 'I am standing for election and would appreciate your support'), and encourage members to participate in the election and vote.	Permitted activity.
Paid advertising.	Not permitted.
Use of OMA resources to support individual candidates.	Not permitted.
Formal endorsements from members for candidates (candidate initiated).	Not permitted.
Directors and board officers engaging with election-related content in a neutral way (e.g., liking a post, wishing someone luck).	Permitted activity. Is not considered a formal endorsement of a candidate.
Speaking at an OMA constituency group meeting.	Permitted activity. Encourage constituency groups to include all candidates.
OMA distributed communications that promote or highlight a single candidate e.g., through OMA News, or constituency communications.	Not permitted.