

CAMPAIGN GUIDELINES FOR ELECTION TO BOARD OF WORLD PHYSIOTHERAPY (2025)

We encourage members of the global physiotherapy community to get involved and engaged in election activities of World Physiotherapy. However, there are campaigning rules that must be followed to ensure a transparent and fair election.

This guidance applies to all candidates, as well employees and volunteers from World Physiotherapy, our member organisations, regions, and specialty groups.

It is important to ensure an equitable and fair process. This is to avoid the risks associated with showing or giving the impression of bias, favour or support to a particular candidate.

Campaigning can commence once candidates are announced.

General guidance

1. All candidates must comply with this or any subsequent guidance that is issued relating to campaigning.
2. Campaigning on behalf of candidates is acceptable where it is with their agreement.
3. Candidates should campaign through the positive promotion of their candidacy, and not through negative campaigning, including personal comments, about other candidates.
4. World Physiotherapy resources (eg email address, social media platforms such as Facebook, X and Instagram accounts, WhatsApp groups, staff time, logos etc.) cannot be used for campaign purposes.
5. If a candidate also has an allocated World Physiotherapy email address, because of a role that they hold already in the organisation, this cannot be used for campaign purposes.
6. No candidate should be the subject of discrimination for any reason including age, gender, colour, sexual orientation or political affiliation. Any suspected infringement of these guidelines should be notified to the chief executive officer.
7. Specialty group social media accounts are not official World Physiotherapy accounts. However, individuals administering them are requested to refrain from amplifying campaign messages.
8. Member organisations (or other interested stakeholders) are permitted to hold online forums with candidates.
9. Member organisations (or other interested stakeholders) are requested to treat all candidates equally by inviting all candidates to take part in any online forums that may be held. Providing all candidates have been invited, online forums can go ahead even if one or more candidates declines to participate.

Social media

10. Candidates can promote themselves on their own social media accounts providing they do so in line with campaign guidelines.
11. Candidates must not engage in any negative or disparaging social media activity with any of the other election candidates.

For World Physiotherapy staff and volunteers:

12. Official World Physiotherapy social media accounts (including region social media accounts) cannot be used to publicise or promote candidates.
13. No candidate can be quoted, mentioned, liked, retweeted, or have their posts or stories shared using World Physiotherapy official accounts (including region social media accounts).
14. Individual World Physiotherapy staff social media accounts cannot be used to publicise or promote candidates.
15. World Physiotherapy staff may not quote, mention, like, retweet or share posts or stories from candidates even if the subject is not about the election.