**Module 14**

**Web Content**

**PowerPoint Script**

**Slide 1: Title Page**

Welcome to a brief introduction on electioneering and web activities.

**Slide 2: Learning Objectives**

Today we are going to spend some time talking about electioneering and web activities. The goal of this training module is to educate you as to why your organization needs to pay attention to its web activities.

As we go through the material today it is important to remember this just a brief overview. You can find on our website substantially more detail on the material covered today.

Read the slide.

**Slide 3: How can web content be considered electioneering?**

Read the slide.

Because this information can be viewed by anyone, it is important to ensure that the content published on a website, whether it is directly published or is listed as an advertisement, does not constitute an impermissible electioneering activity. As we covered in the first module on electioneering, impermissible electioneering activities are defined as the participation or intervention “in any political campaign on behalf of (or in opposition to) any political candidate for public office.”

**Slide 4: Restrictions**

Read the slide.

**Slide 5: Restrictions Continued**

Read the slide.

**Slide 6:**

There are several exceptions to these rules. Links that display information or represent candidates in an equal manner are permissible. Additionally, website links that satisfy an exempt-purpose, or are educational or informational content, are permissible. Finally, where a link in presented in an unbiased manner or context, the information likely is not an issue. As always, if you have questions regarding whether a link is permissible, please consult with your attorney.

Next, we will cover some examples.

**Slide 7: Examples: permissible web content**

Read the example from the slide.

Answer: Yes, this is permissible web content because the link does not represent candidates unequally or in a biased manner, rather it redirects individuals to a website that registers individuals to vote online. Additionally, depending on the organization’s tax-exempt purpose, the link may fulfill an exempt-purpose.

**Slide 8: Examples: permissible web content**

Read the example from the slide.

Answer: This link is permissible because it not only likely satisfies an exempt-purpose, but it also only includes a link to pending legislation. It does not include a link to any elected officials or to candidates, but rather encourages individuals to take the time to educate themselves.

**Slide 9: Examples: permissible web content**

Read the example from the slide.

Answer: This link is permissible because it only directs individuals to pending legislation for individuals to inform themselves. While the calendar has a discussion scheduled for a policy proposal that the website supports, it is permissible for charities to engage in lobbying activities (see the lobbying modules for clarification on the limitations of lobbying). Because this link does not direct the individual website users to participate or intervene “in any political campaign on behalf of (or in opposition to) any political candidate for public office” and because it is included for educational and lobbying purposes, it is likely permissible.

**Slide 10: Examples: impermissible web content**

Read the example from the slide.

Answer: This link is impermissible because the organization is directly participating in the campaign efforts on behalf of John Smith.

**Slide 11: Examples: impermissible web content**

Read the example from the slide.

Answer: This link is impermissible because the organization does not regularly check the information posted by the advertising company. Where advertisers are permitted to purchase space on a charitable organization’s website, the organization must regularly monitor the content uploaded.

**Slide 12: Gray areas**

A website includes assorted hyperlinks under a tab titled, “Urgent Alerts and News.” When clicking on the hyperlinks, readers are redirected to:

Question (1): a partisan website, which endorses only that party’s candidates

Answer: This is an impermissible web activity.

Question (2): A legitimate unbiased news source, which is informational and educational.

Answer: This is a permissible web activity.

Before concluding, I would also like to recommend to you all that it is important to understand the limitations that state law may play in determining what web activities are permissible for charities. If you have specific questions regarding state law and web-based activities, please consult with your attorney.

**Slide 13: End.**