

# PLANNING YOUR CAMPAIGN FOR THE SU ELECTIONS

Are you standing for election but unsure about what it entails, or feeling daunted by the prospect of campaigning? We've got your back - this quick guide will give you an overview of where to start, and some tricks and tips for digital campaigning. It's useful to know that elections are not popularity contests - you can win even if you don't have a large network. All campaigning for the Lent Term elections will be online and while it might look a little different, it's still possible to run a highly effective campaign!

## TIMELINE

3rd March: Nominations Open (10am)

11th March: Nominations Close (5pm)

17th March: Campaigning Begins

22nd March: Voting Opens (10am)

25th March: Voting Closes (4pm)

## BUILDING A CAMPAIGN

### MANIFESTO

Your manifesto is the best way to let voters know exactly what you're about.

- Think about what is important to students right now - consult your peers, ongoing campaigns, student surveys and current policies
- Be inspiring but realistic - remember you won't be spending all your time working on your manifesto commitments
- Keep it short and sweet - avoid convoluted language, use key words and bullet points, and keep within the word limit **(200 words for all roles)**



### INVOLVE YOUR FRIENDS

If you can, assembling a small campaign team is a great idea...

- Choose people who have skills that will come in handy (for example, video editing or social media), will help you reach different networks and are willing to vouch for your credentials
- If this is not possible, don't worry - you can still run a very effective campaign by yourself, and you won't have to worry about anyone else!



### SOCIAL NETWORKING

Facebook, Instagram and Twitter are the most effective ways to publicise your campaign in the absence of in-person campaigning.

- Facebook is a useful campaigning tool, however Twitter can be more public and Instagram more interactive. Weibo, TikTok, Whatsapp, Youtube, Snapchat and WeChat might also be useful channels.
- Think about your existing presence and consider how to get the most reach (see below for tips) - we don't recommend starting from scratch.



## MULTI-MEDIA

Multi-media materials can help you convey your message in innovative ways.

- GIFs, Tik Toks, videos and memes are fun to create and will boost your engagement.
- Candidates are encouraged to produce a short video which will be linked next to their manifesto on our website, as well as posted on YouTube.



## CLUBS AND SOCIETIES

Each year, clubs and societies endorse candidates which influence who their members vote for. These also appear on the website when students go to vote.

- Securing endorsements will therefore be an important aspect of your campaign - it's a good idea to message as many societies as possible in the run up to the election so they consider you.
- Remember to wait until campaigning starts on 17th March to ask clubs and societies for their support - you shouldn't campaign before then (see timeline above)



## DIGITAL CAMPAIGNING TIPS

### SPREAD THE WORD

- Create a Facebook event for the voting period - invite your friends and keep them updated on your campaign, as well as reminding them when it's time to vote!
- Promote your campaign in open Facebook groups - posting on closed groups is dependent on context

### BE INTERACTIVE

- Stories - you can use these to highlight manifesto points, or create polls and Q&A's
- Instagram Live or Facebook Live - expand on your manifesto, and give students the chance to ask you questions

### BE CREATIVE

- Videos - people engage more with short videos than lots of text
- Posters & infographics - design platforms like Canva are easy to use and give you a professional finish

## PAST CAMPAIGNS



You can view the manifestos of past successful candidates on the Students' Union Website.

David Gordon, 'Gordon Gets it Done'

Thiago Fonseca Pontes, 'Empowering the Pride'

Laura Goddard, 'If you want more-a, vote Laura'

Faiso Kadiye, Fight for Change