

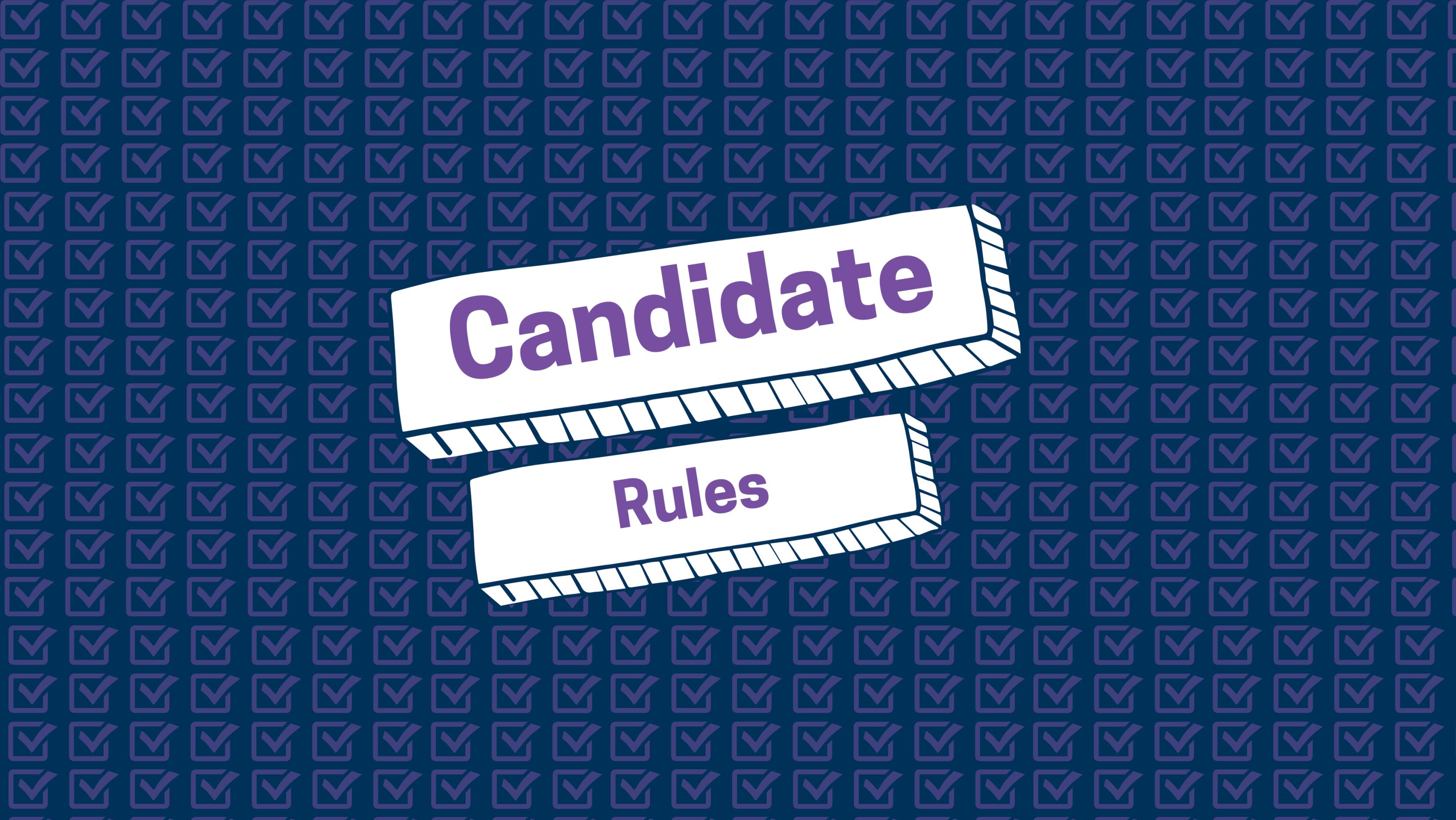
CANDIDATE

CAMPAIGNING





You are in training with other students who may be running for the same role as you! Please don't share information about your campaign unless you are happy to do so.

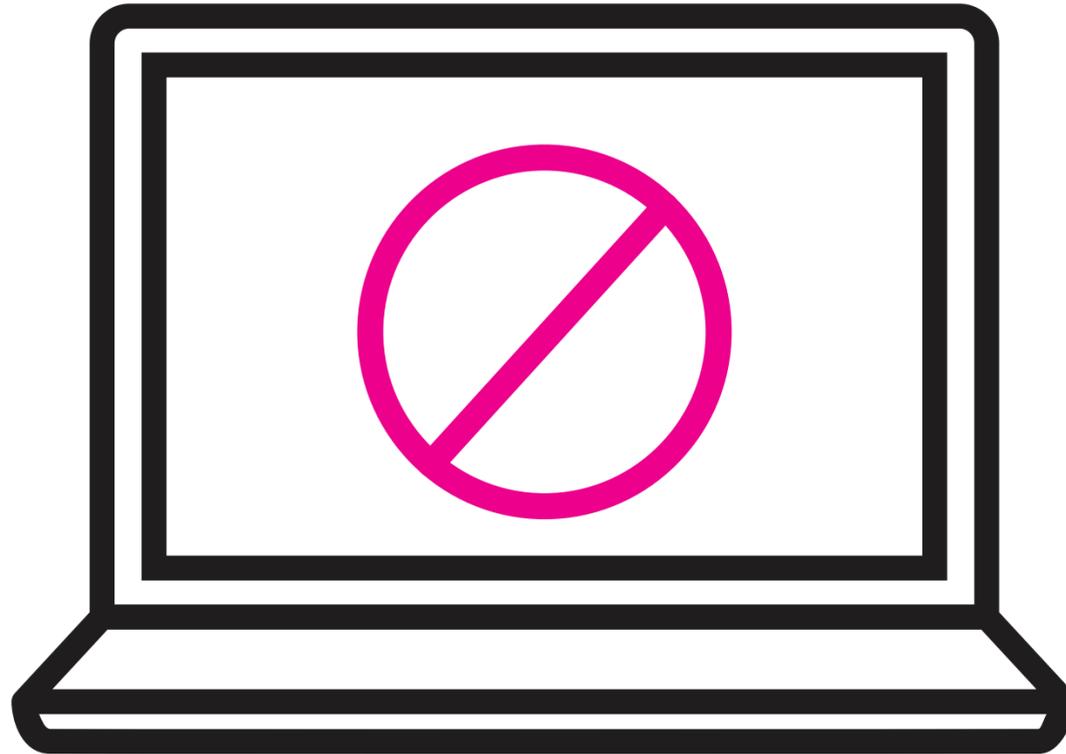
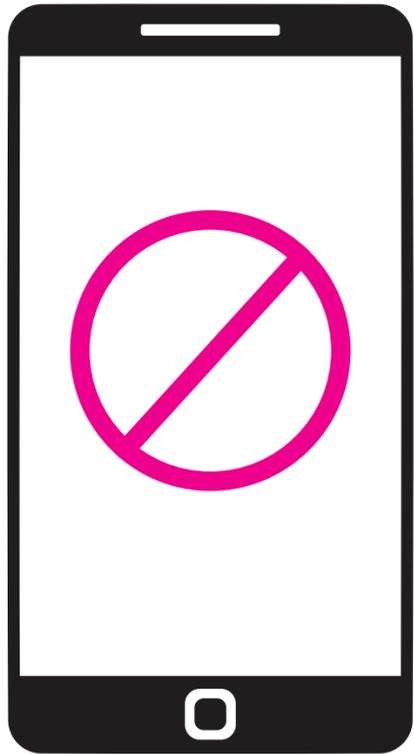


Candidate

Rules

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Campaigners should not campaign with a personal electronic device and should not touch any electronic voting device



and allow a vote to be cast in secret

Rules

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- No campaigning can take place before voting has opened; this includes any online activity.
- Candidates may announce they are running during voting but not before.
- Campaigners should not undertake campaign activity which others could not also reasonably do.
- Campaigners must take reasonable steps to ensure that their supporters' actions always comply with the campaign rules and must be able to demonstrate this in the event of a complaint against them.
- Campaigners may only alter, move, and remove their own campaign materials.

Rules

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- Campaigners may only use mailing lists where lawful to do so, in most cases this, will require the consent of the members on the list to use their details.
- Campaigners must allow voters to cast their ballot freely and must not communicate with voters any way once they have begun to complete their ballot.
- Campaigners should not campaign with a personal electronic device and should not touch any electronic voting device and allow a vote to be cast in secret.

Rules

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- Campaigners must not harass students while campaigning.
- Campaigners must remain respectful to all students and staff, following the universities code of conduct.
- All campaign materials, including artwork, must be approved by the SU before purchasing, posting or distributing in any form.
- No campaign materials should include the university logo.
- Campaigners cannot claim campaign costs back from the SU.
- These rules are in addition to general union and University/College rules and regulations

What happens?

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In the name of a free and fair election, all candidates, and their campaign teams, **MUST** follow the election rules. Any candidates found to break any election rules will receive a penalty from the Deputy-Returning Officer.

Examples of penalties include temporary bans from campaigning, or even being removed from the election, so it is important to ensure rules are followed. Each candidate is also responsible for their campaign team, so please ensure anyone involved understands the election rules.



Candidate

Campaign



What is Campaigning?



A series of planned activities that are intended to achieve a particular social, commercial or political aim (Oxford Dictionary)

Campaigning in the Students' Union Election is also about undertaking activities in order to highlight why students should vote for you.

Campaigning is important for many reasons. Obviously you want as many students to vote for you as possible. Campaigning creates a buzz, excitement, a fun atmosphere and creates awareness of the election which is important for all involved in the process!



In-Person Campaigning, why?

- The majority of voters come through a ballot station!
- Students are more likely to vote for someone they have met
- A more personal approach

WHERE TO CAMPAIGN



Campaign On Campus

At minimum, when communicating your Election Campaign to students, remember to tell them your name and what position you are running for.



Campaign Online

A good campaign can communicate the campaign clearly and concisely to voters. Establish talking points to get key information across to voters in an engaging way (use keywords)!



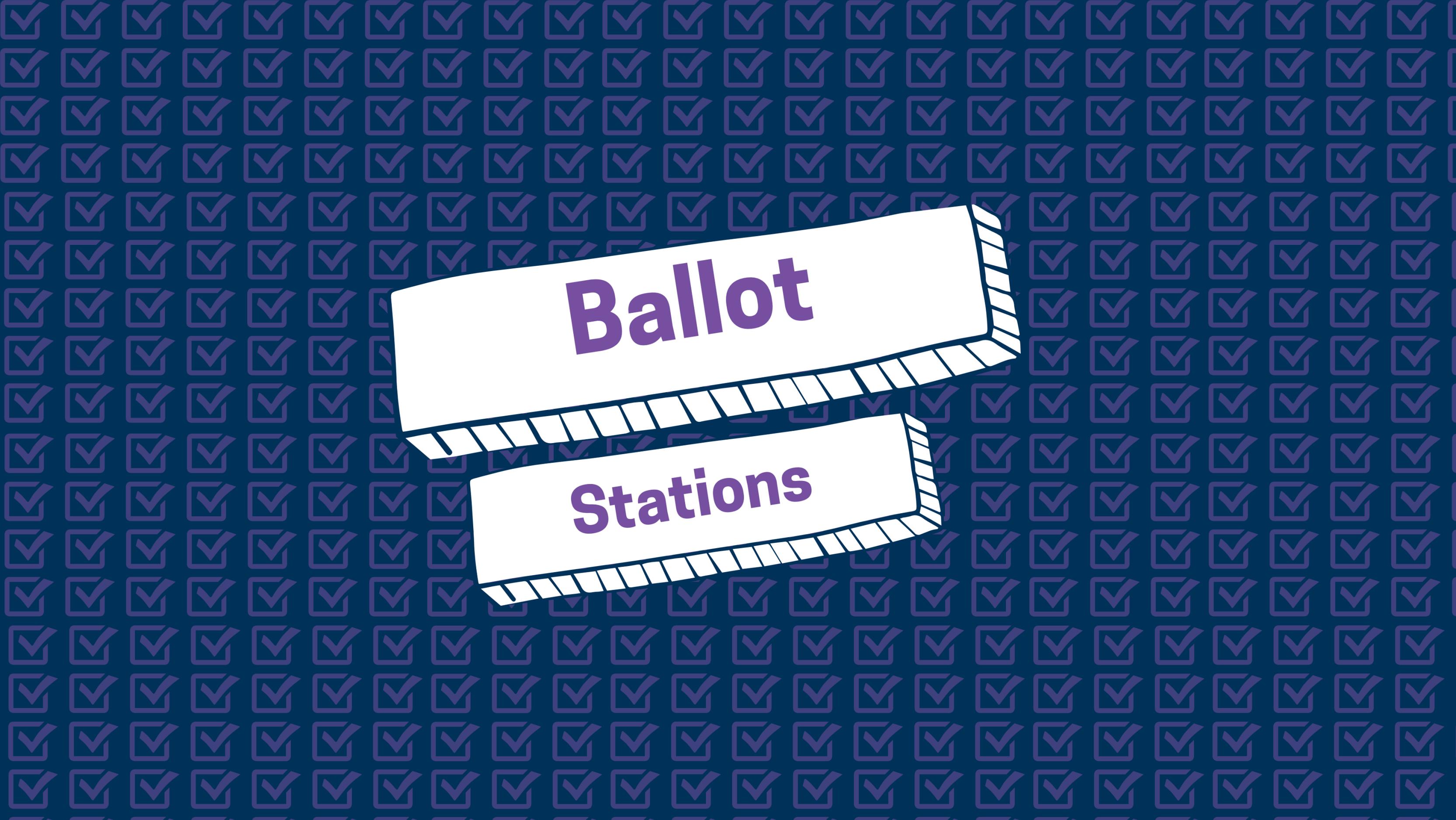
Campaign in Class

Ask your lecturers first!



Campaign in Library

Do not disturb anyone studying but you can put a poster on the entrance way.



Ballot

Stations



BALLOT STATIONS

Campaigning outside ballot station can be a really good way of meeting voters!

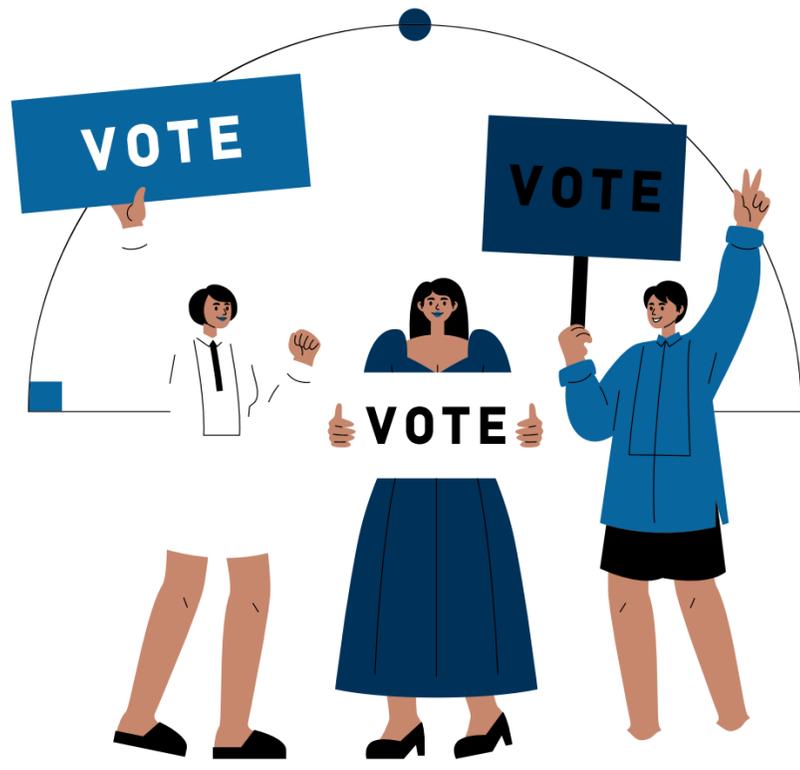
You must not get in the way of anyone voting and must stay behind the white line. You cannot speak to students once they are past the white line.

Students who have voted will have "I voted stickers", please leave these students alone, as their vote has already been cast.



Monday 11th - Thursday 14th March

From 4pm-8pm (Mallet Street)



Campaigning at Ballot Stations

- Candidates are not allowed to enter a ballot station
- Candidates must not communicate with any student while they are standing in a ballot station.
- Candidates cannot put any leaflets or campaign materials in a ballot station
- Candidates must not harass any students entering ballot station
- Must not be near or use any electronic devices while campaigning



Things to keep

in Mind



Your Digital Footprint

- You should make sure that your social media accounts reflect your current views on issues
- You can be held accountable for the things you say, and have said in the past, on social media
- If you've made comments in the past which could lower the reputation of the students' union or the university, you should speak with the Deputy Returning Officer for support
- Social media accounts sometimes attract abuse- if you're receiving abuse, and need support, speak to the Deputy Returning Officer



Navigating Sensitive Topics

- Speak and act with compassion, sensitivity and humanity
- No issue is simple to discuss or resolve- really think before you speak or post online
- If you're discussing contentious issues, you should be aware of the risks associated with this
- If you are personally connected to an issue, or you have specific expertise and training, then you will have more legitimacy to speak on a matter
- If you have no personal connection and/or limited knowledge on an issue, then your role in the first instance is more about listening and learning
- Student leaders support students, stand firm in tackling hate-speech and abuse, and de-escalate fear and tension on their campuses
- You can show leadership by speaking and acting with compassion and sensitivity for fellow students no matter their identity or their politics



Campaign

Advice

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Have a slogan

Many candidates choose a catchy, memorable phrase across their campaign to attract students, give a feel of their campaign and set themselves apart from other candidates.

Tips for a strong slogan:

- Research slogans from past elections
- Link it to your name to help students remember who you are
- Make it short & snappy - your slogan can be up to four words
- Link it to something modern and memorable
- Think about if you could use humour / puns
- Alliteration is often used





Branding



What sets you apart from other candidates?

To make sure you are memorable and distinguishable, it's important to create consistent branding for your campaign.

This applies to your publicity (posters, social media..), the ideas you promote and the general feel of your campaign. You could also research to see what other candidates do at other SU's across the country for inspiration!

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Posters & Leaflets

When creating a poster or leaflet, the first thing you should think about is the design. Make it eye-catching and distinct! If you don't know how to design, don't worry, there are great platforms like Canva which allow you to create designs easily and for free.



Try and make yours stand out – through comedy, colour, shape or size. Your posters/leaflets should have your name, a photo, your key policies, details of how to vote, and any slogans you're using on them.

Top Tips

- Include a photo of yourself and your slogan!
- Keep the poster in line with your campaign brand!
- Don't overcomplicate your design
- Use a legible font, nothing too fancy, to make reading as easy as possible
- Don't stretch images to fit, keep their proportions the same
- Spell check and proofread or get someone to check it for you – a great design won't matter if it's full of spelling mistakes



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Videos

Nowadays, anything can be recorded with a smartphone: Make use of this and consider recording some videos!

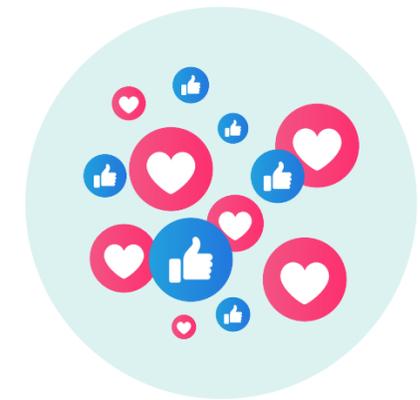


From a short video introducing yourself, to a video going over your manifesto to singing to your favourite songs or copying famous movie scenes or tik tok dances, the options are countless. You can make your video serious by talking about your policies, or you can make a funny video that you think will appeal to students and maybe go viral. Previously, students have chosen to act out scenes from films, sing songs or change the words of rap songs to make them relevant to their campaign.

Feel free to Google 'Students elections videos' for great examples (and a laugh)!



Social Media



The use of social media is really popular during elections, and **is a great way of reaching out to students that you are unable to talk to in person.**

There are different ways for you to use social media in your favour. Whether you use your personal channels or create specific accounts/pages for your campaign, the choice is really yours. We recommend that you take the time to think about it and come up with a strategy of what would be the most effective.



Top tips



- Creating a frame for people (your friends and supporters) to change their social media profile picture by adding your slogan, or “I am voting for...”. You can find all the information about how to do this here.
- Using Twitter/X is also a very good way of communicating with potential voters, especially if you use the relevant hashtags when tweeting about the elections. Again, photos are a great way of engaging students.
- Live videos on Instagram work well and are a great way of engaging with students. Use the function to do a Q&A and answer any questions students might have.
- Instagram nowadays is one of the most popular platforms - use it. There are so many features which you can take advantage of.
- **Make sure to show who YOU ARE on social media**; students want to know who they are voting for.

- Things to share on your channels:
 - Publish your full manifesto
 - Post updates on what you are doing and encourage people to vote for you.
 - Share photos of your day to day
 - Record videos talking through your manifesto
 - Don't overdo it though - as a general rule, try and limit yourself to a maximum of 5 Facebook updates per day reminding people to vote for you.

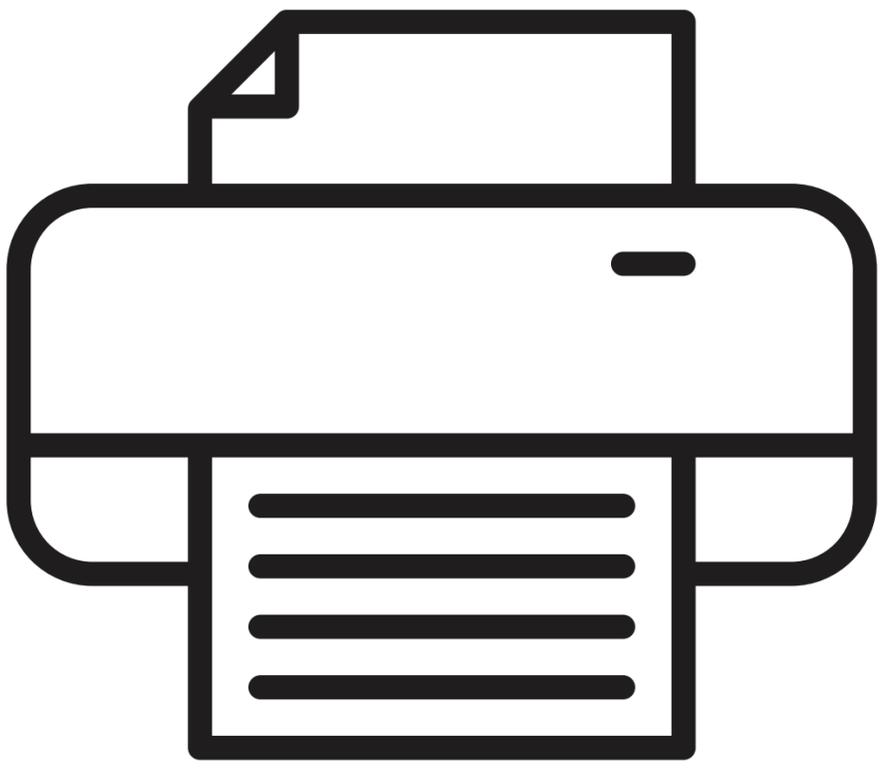


Campaign

Materials



Printing



You can print your own campaign items but your artwork must be approved by the SU first!



Logos



You can use the SU logo

You cannot use the University logo



Budget

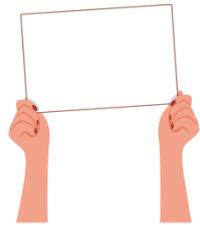
Due to financial restraint the SU cannot offer to cover campaign costs this year.

You can spend up to £50 of your own money however if you have spent or haven't spent any money you need to fill out a form to confirm how much you have spent. This is to ensure candidates are not spending over £50. Receipts need to be given.

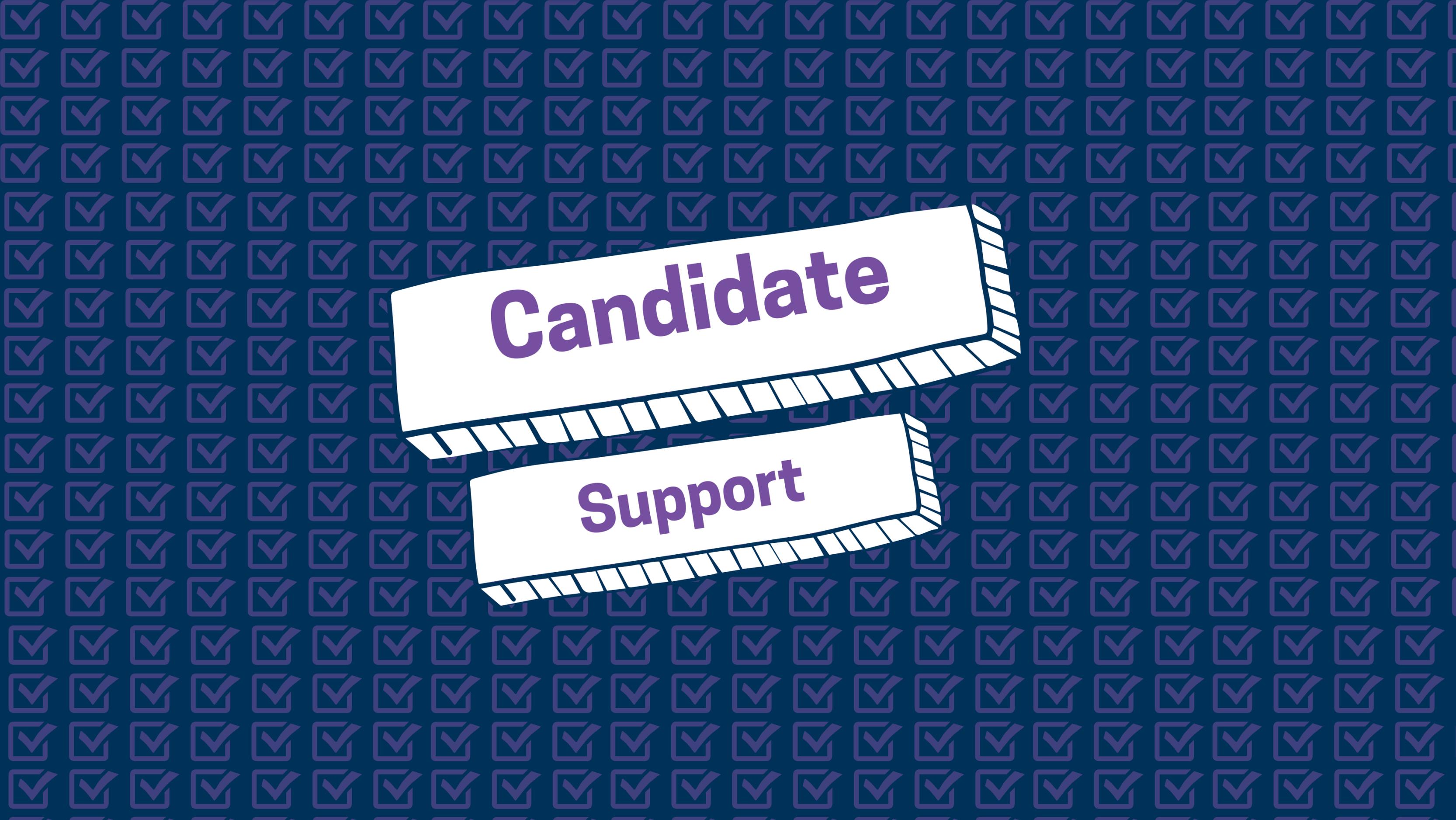
You must submit this before the vote has closed. We cannot announce results unless we have all forms back (you might be withdrawn from the race if we have no form).



We have brought some campaigning items you can use



Open in G07 from Monday 4th at 10am. First come first served.



Candidate

Support

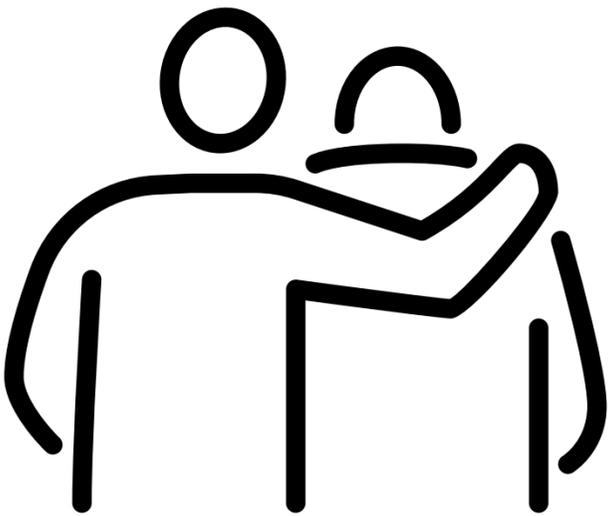


Support



Q and A session

1st March 3pm-5pm (online)



Talk to us!

Office hours (Birkbeck Central)

10am-6pm (Mon-Fri)

Need help outside these dates/times? let us know and we will do our best to accommodate



Contact Us

Complaints

SU website (Student Voice)

Support

SU-elections@bbk.ac.uk or you can pop in and see us!



Any questions?



<http://birkbeckunion.org/elections>