

Publicity & Campaigning Guide Spring Elections 2025

Contents

01	Introduction: What are Student's Union elections?.....	01
02	Self-Care.....	03
03	What is a campaign?.....	03
04	3 key pillars to planning a successful election campaign.....	04
	A Campaign team	
	A prepared plan of action	
	Thought-out content	
05	Campaign Team.....	05
06	Creating your publicity.....	07
	Your text (introduction and aims).....	07
	A good text example.....	09
	Example text template.....	10
	Your photo.....	11
	Your video.....	11
	Branding your campaign (Design, colour and font)	14
	Why is it important to get social media images right?.....	17
	Examples of good design.....	18
07	Digital and Physical campaigning tips.....	22
	Student group endorsements.....	22
	Digital campaigning.....	22
	Physical campaigning.....	24
08	Campaign plan template.....	25

Introduction: What are Student's Union Elections?

Arts Students' Union is a democratically led organisation, meaning all our work is student-led. In our elections, students can stand to be, and vote for, elected student leaders, some voluntary, and some paid. These representatives are your voice and act on your behalf in Arts SU, UAL, and wider community, fighting for you on an institutional, local and national level. It is so important for students to take part and vote in these elections so that individuals are elected who represent YOUR views.

Taking up a role within Arts SU will allow you to facilitate student-led campaigns, creating change to improve the student experience, and help you develop your skills and will also look good for your CV.

Introduction: What are Student's Union Elections?

At Arts, we elect two different types of roles depending on the time in the Academic year and their responsibilities. These are Full-Time (paid) & Part-Time (Voluntary) roles:

Remember to follow the election rules and report any rule breaking to Arts SU. A copy of the complaint form, rules and guides are available at:
<https://www.arts-su.com/elections>

FULL-TIME (PAID) ROLES

Your Sabbatical Officers; your 4 College Officers, 1 Communities Officer, and 1 Union Affairs Officer.

PART-TIME (VOLUNTARY) ROLES*

Course Reps, School Reps and Society & Sports committees.

Don't panic if you feel like you haven't prepared anything yet, this guide is going to walk you through everything so you can try to get as much done as possible to have an effective election campaign.

Running in an election is no small feat, especially when you have other commitments. Standing in Students' Unions elections is not a valid reason to claim extenuating circumstances, so we suggest you balance your time effectively, getting ahead of any deadlines so you can prepare your campaign. Try to plan this carefully, as it will be more stressful to work and campaign at the same time.

For 2023/2024, we are also electing the UAL Postgraduate Student Governor.

** Course reps, sports, and society committee elections follow a different process, but are also voluntary roles.*

Self-care



Nothing is more important than taking care of yourself. Make sure you stay hydrated, eat, and get plenty of sleep (at least 8 hours sleep!).

Plan to win, but also be prepared to lose. Standing in an election can be a fun and amazing experience and it will help you develop skills you'll be able to use in the future.

What is a campaign?

Campaigns are all about organising together to create change, whether it be laws, policies, structures, representation, behaviours, or something else entirely!

Grassroots campaigning is more than just influential people talking about issues impacting us – it's doing something about it!

Running an election campaign is very similar to running a campaign on any issue you want to change. You are trying to convince people to support you and your aims, the same way you would be convincing others on why a specific social issue is important.

During your election, you will need to campaign to build trust and support of students so that you can secure as many votes as possible!

3 key pillars

to planning a successful election campaign

A successful campaign will include the following key pillars, and we'll be covering this more in depth in throughout this guide.

It's worth noting that the actions of your campaign team reflect on you as a candidate and their misconduct is treated as your misconduct, so it is important that you ensure your campaign team understand the election rules.

We've included a template campaign plan at the end of the document for you to use!

A CAMPAIGN TEAM

Your campaign team are a group of people who are supporting and actively promoting your campaign, whether that be telling people about your policies, or helping to create your designs and content. Elections can be daunting and tough but having the right group to support you as a candidate will help your campaign excel!

A PREPARED PLAN OF ACTION

Are you ahead of the game? A plan of action is a written summary of what you want to do, how you're going to do it and when you will do it. Your plan includes key dates and what is required to achieve that goal. You should create your plan of action in advance and should include everything you and your team are doing to help your campaign succeed.

The reason successful campaigns have a plan of action is to help stay on track and constantly see what objectives need completing or additional planning.

THOUGHT OUT CONTENT

Images, videos, designs, posters! You need your name out there. Including your content in your plan of action will help you focus and prioritise on speaking to students and promoting your publicity.

Candidate Team

You don't need a Campaign Team to win an election. However, having the right team of people to support you will increase your chances and make the experience that more enjoyable!

How to set up your campaign team

Get a group chat together with some friends who would be willing to help you. If you have any close friends who are keen to help, then they could help manage your campaign. There will be times when you'll feel like giving up and your campaign team will be the people who push you to keep going.

Try to hold a briefing session where you familiarise your team with your policies, how you'd like to campaign, and go through all the rules that candidates and teams must abide by. This is also a great opportunity to explain some of the benefits from participating, particularly around employability and skills after graduation.

Make sure you use your team effectively. Have regular check-ups and keep your group updated on what's happened. Be sure to spread your team out across campuses rather than just outside one or two main buildings.

Possible team roles:

It's best to pick your campaign team so that you have individuals who specialise in different types of campaigning. Different roles you could think about are:

PLANNER / MANAGER

This will likely be you, but it's best to share this with a close friend you trust! Together with the team you'll prepare the plan and delegate responsibilities.

ARTISTS

The friends who will help design and brand your candidate publicity, creating catchy social media posts and physical posters / banners. These will be the ones who know how to use tools such as Photoshop, Illustrator, or Canva!

DIGITAL EXPERTS

The friends who have skills in video editing, printing, and creating your social media pages. If you're planning on making a website, they would be the ones who knew how to set it up.

DIFFERENT SCHOOLS

Do you have friends who study at different campuses? Try and get them involved in your campaign team! This will help reach a wider audience with your campaigns. Putting up posters around their campus, handing out flyers, and speaking to students on your behalf will help secure your votes!

SOCIAL MEDIA INFLUENCERS

Do you or a friend keep up with the latest TikTok trends? hold vlogger status? Regularly conjuring memes? This is the role for you! Digital campaigning has become more effective than in-person campaigning – especially because of the pandemic and you're able to reach a wider audience. Think about how you can use social media to your advantage to grab the attention of your audience.

Use tools that help you prepare and schedule your posts in advance so all you have to worry about on the day is campaigning and promoting your election! You're also allowed to use your campaign budget to boost / promote your posts!

THE EXTRAVERTS

Know someone who always makes new friends on night's out? Your extraverts are going to be the friends with the best communication skills! These people will be focusing on speaking and advertising your campaign to as many people as possible!

THE MOTIVATORS

The motivators are going to be the friends who will be on hand to give a pep talk, remind the team to take breaks, practise self-care, and overall boost morale!

Creating your publicity



Your publicity will be a big part of why someone chooses to vote for you. For many students this will be the first thing they know about you, so make it the best it can be. Publicity includes your photo, supporting text (who you are and what you want to achieve if elected), and other ways of promoting your campaign such as your posters/flyers, social media posts, videos, and banners.

Your manifesto

INTRODUCTION AND AIMS

Also known as your 'manifesto'; your introduction and aims will form the text portion of your publicity, displayed with your candidate photo on the website and social media. You'll also use it when sharing your campaign in messages and online posts; It's best practice to create a 'full' version which you will submit with your other publicity (such as candidate photo) to the Arts SU website, and a 'short' version for posters and social media.

HOW TO BUILD YOUR AIMS

Keep in mind that you might be elected and expected to carry out your aims. Build aims that you're passionate about and which reflects the needs of students you might be representing! Use your experience, and the experiences of your peers to create strong aims about causes you're passionate about. It's always easier to talk something you are passionate about.

***Remember: Don't ramble!
Keep to the point.***

Make sure your text:

- 1.** Includes realistic goals, don't overpromise and make sure you've thought deeply about your aims and how they relate to your students
- 2.** Doesn't include any inappropriate references, such as alcohol consumption or hate speech.
- 3.** Is easy to read! Use everyday language and try to be as concise, clear and accessible as possible.
- 4.** Fits within the word limit for the full text version - 350 words!
- 5.** Has information about you and why you feel you're suitable for the role, it's good to include any relevant experience you have which would make you better suited for the role
- 6.** Is relevant to the role you're standing for (i.e don't focus on LCC if you're running to represent CSM)

A good text example:

VOTE SIMPKIN #1 NUS DELEGATE.

Hey hens! I'm Shane Simpkin, second year Sociology student, LGBT+ Rep and Union Council member (since 2018) and NUS LGBT+ Campaign Place 2020/21. All this means that alongside my studies, I sit on the Union Council holding our paid officers accountable, debating on policies that impact YOU. And work on representing and liberating our LGBT+ community not only at Kingston, but **NATIONALLY** with the NUS, supporting student unions and representatives from all over the UK. Everything I do aims to improve the lives and experiences of our student body.

Sitting on Union Council and working within NUS Liberation means I've got large in-depth experience and knowledge of not just our SU, but a variety of union structures including NUS – I've also had various training from NUS which has allowed me to work faster for KU. Sending me will ensure your voice is heard, that **WE** are heard. Continue to protect liberation and ensure we push for wider access to higher education (especially during Covid!) and ensure that NUS is doing enough to justify our £30,000 fee for us and other Unions.

What's good about this example:

- Includes a slogan (VOTE SIMPKIN #1)
- Tells you who they are and their experience
- Clear, Concise, and Accessible language.
- Clear priorities

Example text template:

Feel free to use this template to build your introduction and aims. Remember you only have 350 words so make it count

INTRODUCTION

(Why would the wider officer/school/delegate team be better with you in it?)

Hi, I'm _____ and am running to be _____ because _____

WHY I'M RUNNING AND EXPERIENCE

(What are the top 3 issues affecting students, and what personal qualities will you bring to the role?)

My experiences include _____ and have skills and qualities such as _____. I am standing to be the _____ because I believe that students are currently facing (issue one), (issue two), (issue three).

IF ELECTED

(Your priorities)

My priorities are:

- Priority One – Small explanation
- Priority Two – Small explanation

(example) More food options – Everyone needs to eat, and we need to provide appropriate food options to all students.

ENDING STATEMENT

Thank you for reading, and vote __ (name) _ to be __ (insert position) __



Your photo

DRESS CODE

Overall, you should wear whatever you feel comfortable in

Think about what image you wish to convey to your audience through this video

If possible, avoid busy patterns, check designs, and very bright or dark colours. It's best to use block (single) colours.

Try to avoid wearing anything that will distract the viewer. Large dangly earrings, hats, hair constantly being brushed away are all small things that could distract your viewers!

If you have chosen an outfit as part of your photo or brand image, it's best to match your outfit for consistency.

Having a photo will help you stand out and be more approachable on campus; students may want to find out and have a chat about your aims and how you want to achieve them. People are more likely to recognise your campaign if you have a photo of you.

It's best to use the same photo throughout your campaign

Try to put your photo on all your campaign material

Make sure the photo is clear and shows your face

Make sure your photo is appropriate and doesn't include anything that could be seen as offensive.

Your video



Posting videos about your election is a good way to engage with voters. You can pre-record videos which can be published, or livestream during your election to people engaging with you on social media. Videos are optional, so don't feel forced to create them!

We ask candidates to provide us with a 15 second video to tell us about them and their aims, this will be separate from the other videos that you may publish.

BODY LANGUAGE AND VOICE TECHNIQUES

- How you present yourself on camera (body language, use of voice) has a big impact when delivering a message.
- Practice makes perfect, so make sure to practice your speech and get comfortable with your words.
- Make sure you have a drink to avoid your voice drying up
- Be clear and concise about the key messages you want to get across

Your video - AMEN

AUDIENCE

Know who your audience is. Who is it that you are trying to speak to and what do they want to hear? What are their concerns or worries? What solutions do they want offered?

Remember, the language you use may not be the language of your audience. Using complicated language (fancy words / jargon) or theories may alienate who you are trying to reach. Make sure your message is clear and concise so that what you say is clearly understood.

By keeping your audience firmly in mind when speaking, what you say will always be relevant to them.

MESSAGE

Once you know your audience, decide what it is you want or need to tell them. To do this, you must establish your **one key message**. That may not seem a lot, but few will remember more than one major point you'll make. Therefore, spend time figuring out what you want to tell your audience and what you want your audience to go away remembering.

Do you want them to be persuaded of a point? Or do you want them to be motivated into action? What is it you want them to know about you?

Your key message should be capable of being spelt out in a single sentence of less than 20 words, otherwise it is likely too complex.

EXAMPLES

Use examples to help explain or support the key message you are looking to deliver. They will help bring your words to life, illustrate your points and stimulate emotions in your audience. Make sure to use human examples – people are interested in other people, not processes.

Strong human stories will always triumph over facts, statistics and clever arguments. Make sure what you are saying is supported by real examples – and are not just hot air

NEGATIVES

It's important to think carefully about any negative aspects that your audience might put to you or that might challenge your argument – and how you would handle it. You may want to address it head on so people know you've thought about it.

The technical stuff

Keep in mind that you can send one video to us for each position you're standing for. The maximum length of the video is 15 seconds

Try to have Closed Captions (CC – also referred to as subtitles) on your videos.

Shoot in the correct orientation for the platform (Portrait / Vertical vs. Landscape / Horizontal orientation). For example, TikTok and Instagram use portrait orientation, whereas YouTube uses Landscape orientation.

Try to shoot your videos in 720p or 1080p video (most phone and laptop cameras shoot in these resolutions)

Your video should be framed at eye level, with your head and shoulders in the centre of the shot (if it's a close up). If you're recording on a laptop, make sure you raise it up; we don't want to be looking at your chin or up your nose.

Make sure to check your lighting; watch for reflections from windows, mirrors, or other shiny surfaces. Try to light your face and have lighting that isn't distracting by being too bright or dark.

Sit comfortably in a chair, your shoulders back and your head up straight.

Try to have a plain background behind you with preferably no distractions; viewers should be focusing on you – not the scenery.

Branding your campaign

We see posters, infographics, images, and videos every day, whether it be online or in person. Think about how much you see online, versus how many you pay attention to.

During the campaign period there will be posters almost everywhere, and it would be easy for students to miss them (it's called poster blindness). You need to set yourself apart from the other candidates. Your campaign must reflect you as a candidate and how that looks is completely down to your creativity.

THEME

Many students choose to have a theme. The theme can be related to your name, something funny, or focused on a specific policy or idea. Students' Union elections have seen all kinds of themes including film references, memes, and funny puns. Get creative, and make sure it reflects who you are as a candidate!

The only thing you need to remember is to keep it appropriate.

LOGO (ESPECIALLY IF YOU'RE A GROUP)

Having a logo or icon that identifies you as a candidate will help you stand out during elections. In the past some students have taken inspiration from previous campaigns

Multiple candidates campaigning together are officially referred to as a Slate. Slates are like political groups (think our Conservative, Labour, Green parties), you'll usually find slates using a logo more than individual candidates.

It's good practice to have a logo for your election, as it will help solidify your campaign branding.

Branding your election

COLOUR AND FONT

Choosing your campaign colours and fonts may seem easy, but you're trying to stand out from the crowd and need to draw people's attention to your campaign! In the past, students have picked colours that link with their campaign theme, ideas, and items of clothing that they already own.

The font you choose plays an especially important part in your campaign design, it must be accessible and eye-catching.

Additionally, make sure that the chosen colours are suitable for those with colour blindness. You can ensure this by making sure your background and text have as much contrast as possible.

DO

VOTE BOB #1

Defend students

A great candidate

WOW!

DON'T

VOTE BOB #1

VOTE BOB TO

DEFEND STUDENTS

SUCH A GREAT

CANDIDATE

WOW!

Branding your election

DESIGN DIMENSIONS (SIZES)

To help you design your campaign properly, here are the dimensions for your physical (posters and flyers) and digital (online) campaign materials.

CM = Centimetres / PX = Pixels

Physical Sizes:

Size	Height (cm)	Width (cm)/
A0	118.9	84.1
A1	84.1	59.4
A2	59.4	42.0
A3	42.0	29.7
A4	29.7	21.0
A5	21.0	14.8

If you are printing at A5 or smaller, make sure you test your content prior to printing as it may be hard for students to read.

If you are printing your poster in Black & White, be sure to also test your content to make sure it is still visible!

Branding your election

DESIGN DIMENSIONS (SIZES)

Generally these are the sizes you would be using when posting to social media:

Digital Sizes:

Portrait 9:16 1080px by 1920px	Landscape 16:9 1920px by 1080px	Square 1:1 1080px by 1080px
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WHY IS IT IMPORTANT TO GET SOCIAL MEDIA IMAGES RIGHT?

Keeping the dimensions of your images in mind will help appear more professional, which will help build trust with your stakeholders (who at this stage are your fellow students).

It's important because:

- It avoids your images being pixelated and distorted
- Your photos are optimised for social media channels – helping increase engagement!
- Ensures your audience will see the full photo!
– Don't want half your publicity missing!!

Have questions or want us to check your design over? Pop an email to elections@su.arts.ac.uk

Branding your election

Pros:

- Good use of colour
- Font is accessible
- Text is easy to read – bullet points instead of paragraphs
- Includes a name and photo, so you could recognise them on campus

Cons:

- Bullet points could be too small on A5
- The design may not look as intended on black and white print.
- While a website can be a form of campaigning, remember to link to the SU website!
- No campaign social media on the poster

EXAMPLES OF GOOD DESIGN

RE-ELECT

DANNY
#1 PRESIDENT



REBUILDING OUR UNION

I'm also standing for:

NUS DELEGATE

1 RESOURCING ACTIVITIES



- More space for sports and societies
- Increased funding in Activities Team
- Incentives for members of activities
- Training for media & society officers

3 PROACTIVE SOLIDARITY



- Responding to local & global crises
- Increased support for refugees
- International Student's rights/ PGWV
- A strong, campaigning Union

2 YOUR DEGREE IN PRACTICE



- Connections with local organisations
- Work placements and experience
- Cross departmental collaboration
- Spaces to practice your degree

4 A DEMOCRATIC EDUCATION



- Liberating the Curriculum
- Tackling BME Attainment Gap
- Students governing their education
- Postgraduate engagement with the SU

VOTING OPENS MAR 8-11 | www.dannyforpresident.co.uk

Branding your election

Pros:

- Fun eye-catching brand
- Includes photo
- Includes slogan and logo
- Includes name
- Use of Hashtags
- Aims are quick and easy to read

Cons:

- The aims are quite small and difficult to read
- Not provided any links of where students can find out more, speak to the candidate, or vote
- Would be difficult to read in black and white

Pros:

- Includes photo and name,
- Includes experience
- Includes social media
- Aims are clear and concise

Cons:

- No voting link
- Some of the text could be too thin to read

EXAMPLES OF GOOD DESIGN

Chris Wilkinson #1 For Education

Wilkybar KID

1. Own Your Degree
✓ Text Your Rep
✓ Feedback Friday

2. Customise Your Degree
✓ Transparent Module Choices
✓ Better Joint Honours Experience

3. Maximise Your Degree
✓ Get your lectures on Panopto
✓ Personalised Essay and Exam Feedback

The Education's On Me!

#WilkyBarKid

VOTE HOLLY FOR LGBT+



Hi, I'm Holly Staynor. I'm a second year Philosophy student, the current president of UEA Pride and the founder and editor of the UEA LGBT+ newsletter. Vote for me so I can continue to make UEA's LGBT+ community what you want it to be!

LGBT+ Resources

- To continue and expand the publication of 'Campus,' UEA's LGBT+ newsletter
- To urge the Union to finally create a safe and social space on campus for LGBT+ students

LGBT+ Health

- To campaign for the NHS to start recognising the sexual health risks for women who sleep with women
- To develop services provided for LGBT+ students affected by mental health issues

LGBT+ Sport

- To actively support the 'Out in Sport' campaign run by the NUS
- To campaign to challenge the heteronormative attitudes in sports teams

LGBT+ Arts

- To help the LGBT+ community get involved with the arts culture of Norwich
- To collaborate with different arts groups and venues, both across campus and throughout the city



Search "Holly for LGBT+ Officer"



#LezVoteForHolly

Branding your election

Pros:

- Bright and colourful
- Includes name and photo
- Includes social media link
- Includes link to vote
- Clear aims and introduction

Cons:

- Colour may not be suitable for those with colour blindness
- A lot of text on the poster which could have been avoided
- Difficult to read on anything smaller than A4
- Difficult to read in black and white

EXAMPLES OF GOOD DESIGN

SIMPKIN
#1 NUS DELEGATE
totum.vote/kusu

Hey! I'm Shane Simpkin:


- A First year Sociology Student.
- LGBT+ Community Rep for 2019/20.
- Member of the Union Council.

Representing you:

Improving student life is at the heart of everything I do. Being part of our Council has allowed me to develop detailed knowledge of SU's which has allowed me to conduct campaigns such as successfully continuing the Gender Neutral Toilets campaign. I've learned how to create policies that can change student lives and experiences. I've trained with NUS & attended NUS LGBT+ Conference 2019

My Priorities:

- Represent Kingston Students appropriately in all aspects.
- Fight against cuts to, and defending Liberation. Ensuring that NUS is representing all of us!
- Tackle LGBT+ discrimination on a national level
- As an affiliate member to the NUS, we must hold them accountable.
- Push to continue NUS' work to widen access to Higher Education.
- Push for NUS to mandate Unions to do more for sustainability!

 /Shane4NUS

Branding your election

Pros:

- Includes names and photos of candidates
- Includes their aims in a summary
- Uses the Instagram carousel function (multiple photos on one post)
- Easy to read

Cons:

- Some may not swipe through the carousel, missing information
- Doesn't include a voting link on this slide

EXAMPLES OF GOOD SOCIAL MEDIA DESIGN



Digital and Physical Campaigning

STUDENT GROUP ENDORSEMENTS

Societies and Sports Clubs can openly support/endorse one or several candidates running in the election and may use their social media accounts or mailing lists to encourage members to vote for them.

We request that confirmation of endorsements must be sent to the Students' Union by the close of publicity.

Digital Campaigning

Digital campaigning has become an effective tool in recent years and allows you to reach a wider audience. Remember that most of your social media can be planned and scheduled way before voting opens! Make sure that your election brand is consistent across all your social media platforms.

CAMPAIGN PROFILES/PAGES FOR YOUR ELECTION

Setting up profiles for your election will help separate them from your own social media profiles, but also allows others to help you manage it as well!

Keep in mind that the more profiles you create, the more your attention will be divided. It's best to stick to a few platforms as opposed to trying to post on all of them.

- Set up an Instagram account for your campaign, lots of clubs and societies have Instagram profiles, don't forget to reach out to them!
- Create a Facebook page and use the 'invite all' function to invite as many people as possible, including friends who may not be Arts students! Encourage your friends to do this as well to help promote your campaign.
- If you're on Twitter, consider setting up a profile on there as well!

Digital Campaigning

HAVE YOU TRIED...

SCHEDULED POSTS

You can schedule your posts in advance, so you don't have to worry about running out of time.

- Facebook & Instagram have built-in features to schedule your posts
- To schedule tweets, you can use tweetdeck. However, you cannot schedule tweet threads.
- You can use services like Mailchimp to publish to all social media together.

EVENTS & STORY COUNTDOWNS

Creating a Facebook event titled 'Vote [your name]' and invite your University friends to attend. You can set the event duration to last the entire voting period, reminding people to vote! Friends who accept your event invitation can also share this with their friends to help spread the word.

You can also create a 'countdown' on your Instagram story until voting opens / closes. This can be shared by other people to promote your campaign!

BOOSTED POSTS (#AD)

Allocating a small portion of your campaign budget to boosting / promoting posts on social media will help get the word out. Consider which platform students are using the most, and promote on there.

TIKTOK / MEMES

Everyone loves to laugh. Memes and TikTok's can go a long way with engaging audiences. Consider how you can create content that would feel relatable and engage your fellow students. Using the most recent trends and memes and relating that to your election campaign will help improve your engagement.

LIVESTREAMS

You can livestream on most social media platforms (YouTube, TikTok, Instagram, Facebook, etc.). Consider hosting a virtual event such as a live Q&A.

INDIVIDUAL MESSAGES

If you want, you can message people individually on social media. Sending out a pre-written message briefing them on your policies and how to vote, asking them to share a post and vote for you.

WEBSITE

Having a website can be useful as it's somewhere you can direct students about your campaign. While it's relatively easy to purchase a domain name, you must consider how you will be hosting the website. Creating a website can take resources and capacity from maintaining other platforms, so evaluate if a website is something you can maintain during your campaign.

Physical Campaigning

Being out there and talking to students is one of the main reasons why they would vote for you. Having a physical presence on campus will also help you spread the word!

TALKING TO STUDENTS

When talking to students, be brief and to the point – and make sure you tell them something they will remember. Start by introducing yourself, and then ask them a couple of questions before you start to talk about yourself and your aims. Focus on how your aims and policies will be relevant to them!

POSTERS AND FLYERS

Posters can be a good way to draw attention on campus with a call to action. During the voting period there may be a lot of posters all around and it may be easy for students to miss them (it's called poster blindness)

Think about where your posters will have the maximum impact on students, and also make sure you have permission to put a poster in those areas to avoid them being taken down or you getting into trouble!

Flyers are typically smaller versions of your posters. Try to incorporate the same information and make them look appealing to students. You can print on both sides of your flyer so think about how you could best split the information to make it easy to read and appealing to students.

CARDBOARD BANNERS

These can be effective for placing outside and attaching to railings and lamp posts. All you need is some large pieces of cardboard, paint or markers and string or cable ties.

How to make a banner:

1. Collect lots of cardboard
2. Stencil and paint your design, or feel free to stick your posters onto the cardboard
3. Make holes in the cardboard to allow them to be attached to things later.
4. Leave to dry for at least 24 hours beforehand, but do not stack them as they might stick together!
5. Once they're dry, put them up around campus.

LECTURE SHOUTOUTS

Ask permission from lecturers if you can spend a minute talking about the election! Talk about why you're standing, your policies, why they should vote for you, and where they can contact you if they have questions. Remind students of when voting closes and where they can vote. Try to keep it direct and brief. There is information on delivering a quick speech on the Arts SU elections hub!

CAMPAIGN LAUNCH PARTY

Having a launch party on the first night of voting could be a good idea. Invite your friends, their friends, and get people along to celebrate the launch of your campaign. It will create a sense of community and help your campaign gain momentum.

Campaign plan template

Use this planner to help you organise your time ahead of voting. Remember to look after yourself and schedule regular breaks

Day	Time	Location	To Do/Resources needed	Who is helping
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				

Arts

Students'
Union

arts-su.com