PUBLICITY & CAMPAIGNING GUIDE

Arts
Students' Union

arts-su.com/elections

Contents

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 you 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:

FULL–TIME (PAID) ROLES

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

PART–TIME (VOLUNTARY) ROLES*

School Reps and NUS Conference Reps, and Society & Sports committees.

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.

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*

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.

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

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.

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.

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

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.

Your photo

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.

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.

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 your 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
DEFND 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

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 *democracy@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 Activites 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

EXAMPLES OF GOOD DESIGN

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

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 SU ELECTIONS
25 — 26

GOOD LUCK!