

# Guide to Candidate Campaigning and Publicity

To win the election for your role, you'll want to reach students and encourage them to vote.

Since this election is online as well as in person, you'll need to consider your plan for campaigning on different networks.

## How We Support You

We will host our BCUSU Campaign Trail, a social media aggregator that will bring together your posts under the hashtag #bcusuelections – this will bring in posts from Instagram (not Reels – but videos under a minute), Twitter and Facebook into one place. We'll then promote students to visit the website through our own communications channels.

The union is not responsible for publishing or sharing anything extra you create, you are liable and anything created must adhere to the election rules.

It is up to you to campaign online to encourage students to vote for you.

## Campaigning in Person

There will be ballot stations around the university. You will have to keep a certain distance away from ballot stations. This is so that they don't get over crowded and so that students who are voting can do so undisturbed.

You will be expected to follow any instructions from the staff on the ballot stations. This might include being asked to move away from the ballot station or not to talk to students waiting to vote.

## Campaigning on Social Media

Raise your profile on social media and encourage friends to vote, you can share all kinds of different content on social media. You may wish to setup separate social media accounts for the purposes of campaigning.

Use the hashtag **#bcusuelections**

Tag the Students' Union - **@yourbcusu**

You can begin campaigning online from 9am on Monday 11<sup>th</sup> March 2022

Any questions about campaigning on Social Media should be directed to [tom.clarke@bcu.ac.uk](mailto:tom.clarke@bcu.ac.uk)

## Social Media Rules

They are the same as the election's rules: the law, university and union rules still apply!

Only do what others have the opportunity to do: use open channels/groups only, you cannot use a Union position, account or resources.

We won't tolerate any negativity, especially bullying or harassment of other candidates, a sense of fair play and friendly competition reflects best on you!

If found breaking and rules you find yourself liable to be disqualified or sanctioned

### **Tips!**

- Post regularly
- Photo and video posts perform best
- Keep it relevant and to the point
- Use links to direct people to more information
- Interact with other accounts
- Use location tagging to tag the university so that you reach the relevant audience
- Tailor what you're saying to each platform
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### **Scheduling**

- Platforms such as Buffer allow you to schedule social media posts in advance
- These tools have free plans available you can draft posts and share them on multiple networks
- Some platforms will even tell you how your content is performing!

### **Tools**

- Short links and link tracking -bit.ly
- Design without fancy software with Canva
- Use linktr.ee for your bio to include key links

## **WhatsApp**

You can use WhatsApp groups to promote your campaign provided you remember:

- To follow the election rules
- Other candidates must be allowed to do the same in that group if requested

### **Other Publicity Options:**

Think about things you can create for free or with a limited budget

Some previous examples:

- Comedy sketch
- Blog
- A candidate website
- Make your own memes
- Podcast
- Snapchat / Instagram stories
- Facebook live Q&A

Just be mindful of your expenses, remember the use of props and some items may have a cost implication.

## **Final Tips**

- Use Google for inspiration, search 'SU election campaign', 'SU election poster' or 'SU election videos' for ideas
- Or take a look at **#bcusuelections** on social media