

UOS Students' Union Officer Elections 2022

Candidates Booklet

Thank you for running in the Students' Union Elections! This booklet will outline everything you need to know.



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Introduction

Officers represent students across the university, and work as part of a team of other representatives to discuss and decide on the direction of the SU and University based on student leadership.

The Students' Union runs because of students like you, volunteering your time to improve the student experience, so thank you.

As a staff team we're here to make sure the elections run as smoothly as possible, and that once in post that you are supported to improve the student experience.

This guide will give you all the key info you need to run in the elections, but if you have any further questions, please email su.democracy@uos.ac.uk

Good luck!



Key Dates

Nominations

9am, 17th Jan -

5pm 27th Jan

2022

Voting

9th March 9am -

13th March 5pm

2022

Results

announced

14th March, 7pm,

2022

Key Contacts



Bradley Allsop

**Student Representation
Coordinator/ Deputy Returning
Officer**

Contact me with questions and complaints -
su.democracy@uos.ac.uk

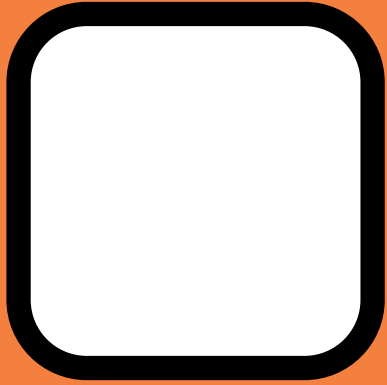


**Peter Robertson,
NUS Charity Director
Returning Officer**

To appeal a decision made by the Deputy Returning Officer (DRO), an NUS appeals form should be filled out and emailed to the DRO, who will pass this onto NUS. Appeals forms can be found here:

<https://www.nusconnect.org.uk/ud/elections-hub/elections-support-service/election-appeals>

Elections Checklist



Do your research on key issues you want to address as officer

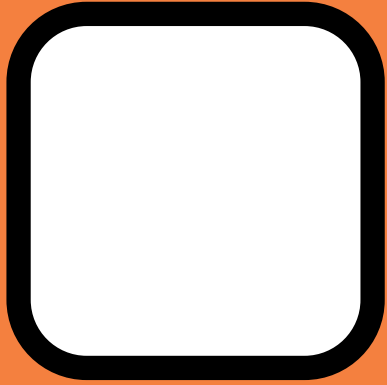


Write your manifesto



Write a campaign plan

Checklist



**Set up social media
pages**



**Design your
promotional materials**



**Go Out & Get
Votes**

Manifesto Tips

Be Concise:

Stick to the point and make your manifesto short and clear. Too much information might put students off reading it all.

Be Informative:

Avoid vague statements! Tell voters directly why you'd be the best candidate for the role, how you would support course reps, one key priority you want to work towards in your department/liberation group, how you'd achieve this and when you'd want to achieve it by.

Keep It Simple:

Use simple language to get your ideas across as plainly as possible - the more you link it to what can offer, the more votes you'll win!

Be Relevant:

Think specifically about the role you're running for and the responsibilities you would have if elected. Consider times you've shown skills that would help you excel in this role.

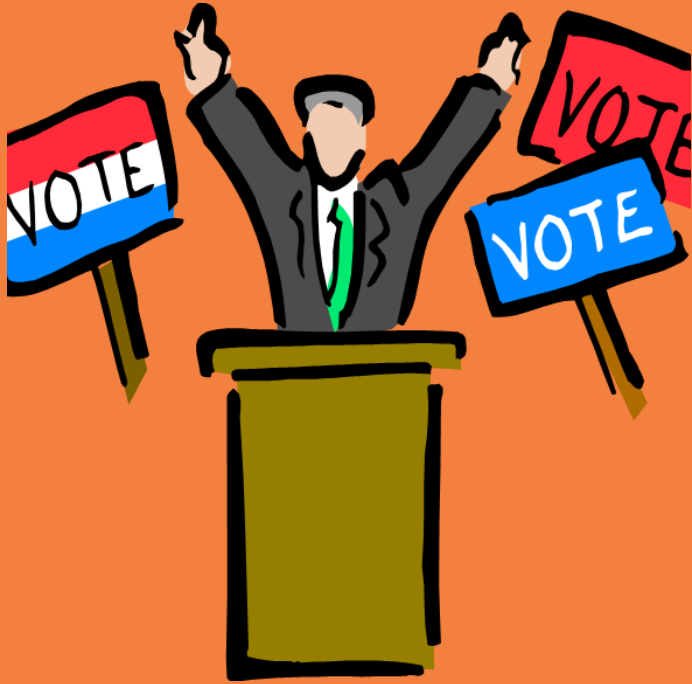
Be Realistic:

Set out achievable goals. If elected, you'll be answerable to the student body.

Be Interesting:

Make your campaign stand out! Say something different to your opponents that will make you memorable and unique.

Campaigning Tips



Posters:

- Design clear and eye catching posters to explain what you would do if you were elected.
- Keep them informative and to the point.
- Tell people how they can vote and include the SU logo in the bottom corner (found on the SU website)

Use Social Media:

- Use social media platforms to promote your campaign.
- Publish diverse content.
- Post links to the voting page to ensure your likes are translated into votes.

Campaigning Tips

Creating a campaign plan

Ahead of voting week, plan out as much of your campaigning as you can:

- Ask friends and classmates to be on your **campaign team** - get a group of people with a wide group of skills to help you! (you can tell a small number of people you are running before voting week, but you can't announce it a way that could be considered as campaigning)
- Consider what your **core message** is - what is one thing you want every student during voting week to know about you and your campaign?
- Plan **where, when and how** you want to campaign during voting week - which part of campus, with what materials?



ELECTIONS WEBSITE

This year we've launched a dedicated elections microsite, where you can find everything you'll need to know about elections!

In particular, find out key resources to support you as a Candidate in our Candidate Hub!



<https://www.uosunion.org/elections-hub>

CAMPAIGNING TRAINING SESSIONS

We're holding a series of workshops throughout the elections period to help students figure out if becoming an officer is for them, and to help them prepare fantastic campaigns so they can hit the ground running during voting week!

You can book onto these sessions through our Candidate Hub (see above). Once a workshop has been held we'll upload the recording as well, so don't worry if you can't make it live!

WORKSHOP 1 - IS BEING AN OFFICER FOR ME? (FEB 2ND, 13:00)

Interested in being an officer but not sure if its for you? This session will tell you all about what is involved in the various officer roles, and how to put yourself forward to become an officer.



WORKSHOP 2 - WRITING A WINNING MANIFESTO (FEB 8TH, 13:00)

What is a manifesto and how do you write one? This session will give you everything you need to know about writing a manifesto that gets you noticed!

CAMPAIGNING TRAINING SESSIONS

WORKSHOP 3 - CREATING GREAT VIDEOS AND POSTERS (FEB 17TH: 13:00)

Posters and videos are key parts of the elections campaign, so we've got a session devoted to the do's and don'ts of great poster and video design!



WORKSHOP 4 - RUNNING A GREAT GROUND CAMPAIGN (FEB 21ST, 13:00)

What goes into running a great campaign during voting week? From social media tips to leafletting advice, this session will give you some pointers on how to run a great ground campaign during elections.

CAMPAIGNING TRAINING SESSIONS

**FINAL CANDIDATE BRIEFING - ALL CANDIDATES MUST ATTEND! (FEB
28TH, 13:00)**

This final session in the UOS SU Officer Elections training session is a mandatory session for all candidates, where you'll receive key info on dates for the election, the rules and regs that you'll have to follow as a candidate and a chance to ask any questions you might have.

You can book onto all sessions via our Candidate Hub:
<https://www.uosunion.org/elections-hub/candidatehub/>



CANDIDATE QUESTION TIME

Candidate Question Time is a great chance for you as a candidate to communicate with students what would make you a great officer, and why they should vote for you. It's also a chance for them to ask questions about your plans should you be elected, and what you think about key issues.

This year's Candidate Question Time will be on Tuesday 8th March, 13:00 in the SU Social Space and via Zoom

You can find out more and register for the event here:
<https://www.uosunion.org/elections-hub/candidatequestiontime/>

Candidates must participate in Candidate Question Time - if you are unable to make the event you will be emailed any questions received and be asked to send a reply within 24 hours that will then be uploaded to the website.



Deadlines

Please submit your manifesto (by uploading on the nominations page of the SU website) by the deadline of

5pm 27th February.

All posters and graphics must be approved by the Deputy Returning Officer before use, and must contain the SU logo somewhere on them (email if you need this providing) by emailing them to su.democracy@uos.ac.uk

Please also email su.democracy@uos.ac.uk with a link to any social media sites you intend to use for your campaign.



Budgets

As a candidate in the elections you'll get a budget to run your campaign with.

For candidates for one of the **President roles**, your budget is **£50**

For a candidate for one of the **part-time officer roles**, your budget is **£35**

In addition to this budget, the SU will cover printing costs for 100 A4 sheets of paper (for example, this could be used on 150x a5 leaflets and 25x A4 posters)

This is the money you can spend on your elections campaign. The SU will reimburse this money to you if you keep a track of what you've spent and send in receipts (drop into the SU Office or email them to su.democracy@uos.ac.uk) but it is also a **spending limit** - you cannot spend more than this amount of money on your elections campaign.

If you need money up front to cover certain expenses, please email su.democracy@uos.ac.uk and we can help.



Welfare Support

We know running for election and campaigning can take a lot of work and we want you to feel supported during and after the election campaign. Below we've put together some top tips for looking out for your welfare during the elections, as well as guidance on where to go if you're struggling or have any concerns.

Self-care top tips

- Stay hydrated – whatever your preferred drink is, water, tea, coffee, hot chocolate, but make sure you do not consume too much caffeine!
- Support team – make sure you have a team of friends to support you as you run and campaign
- Stay active – Staying active is good for your mood and general wellbeing. So, walk, jog, run or participate in your favourite sport or workout to keep active. Don't forget the SU runs a variety of social sport activities too!
- Take regular breaks – we are all spending more time online these days, but it is important to take regular breaks from our screens, make that cuppa, go for a short walk, or do nothing for a bit to recharge
- Keep talking – make sure you keep in touch with family, friends, colleagues during this time, and of course all of us at the SU!



SU Advice and Wellbeing team

Your SU Advice and Wellbeing team are here to support you. We will be available throughout the campaign so if you fancy a chat, need support with your wellbeing, or would like signposting to a specialist service you can get in touch with us: su.advice@uos.ac.uk

Claire Holland – Advice and Information Coordinator (C.Holland3@UOS.AC.UK)

Conduct:

- 1) All candidates must abide by the Students' Union's policies and procedures including the Equality & Diversity Policy which is available from the Students' Union website and by request from the Returning Officers.
- 2) All publicity material shall be approved by the Student Representation Coordinator prior to use to ensure it adheres to SU policy. Publicity material will not be approved if it:
 - Refers negatively to any individual Students' Union member or staff member (past or present) by name
 - Contains factual inaccuracies
 - Contains opinion expressed as fact
 - Advocates discrimination
 - May be prejudicial to the fair running of the elections.
 - Campaigning as a team is permitted
- 3) Candidates must take reasonable steps to ensure that their supporters' actions comply with the election rules at all times and must be able to demonstrate this in the event of a complaint against them.
- 4) Bribes or inducements may not be offered in any form to any person. If in doubt speak to the Student Representation Coordinator.
- 5) All candidates and campaigners are responsible for ensuring that in any area they are campaigning that there is freedom of access for any student who needs it and that doors, stairwells and passage ways are not blocked or made difficult to pass through.
- 6) All candidates and their election agents should attend one of the Candidate's Briefings. Candidates may request a meeting with the Student Representation Coordinator if they cannot attend either briefing.
- 7) Candidates should attend any further meetings called by the Student Representation Coordinator during the course of the campaign or make alternative arrangements to meet with them.
- 8) Candidates should, at all times, act as directed by staff and raise any concerns directly with the Returning Officers.

Campaigning

- 1) No campaigning of any sort should be done outside of the schedule. Campaigning starts once Candidate Question Time has concluded on March 8th.
- 2) All candidates may make use of social networking websites such as Facebook, Instagram and Twitter and these will be linked from the Students' Union elections pages if details are supplied to the Student Representation Coordinator. Paid digital promotion within the budget is permitted.
- 3) Any social media groups created for campaigning, whether private or public, need to have a member of the Democratic Procedures Committee as a member to monitor the the Students' Union rules and regulations.
- 4) No campaigning may take place in the Library or Students' Union Offices. Campaigning may take place in the Social space.
- 5) Candidates must not campaign in lectures without permission from the lecturer, and must not cause disruption to lectures.

- 6) Candidates and campaign teams may only alter, move or remove their own campaign publicity.
- 7) Once a student has begun the process of voting, no candidate or campaigner should make any attempt to speak to them or to influence or interfere with their decision in any way. For the avoidance of doubt – “helping” a voter or “showing them how to vote” will be regarded a breach of the rules. If a voter needs assistance with voting then campaigners should refer them to polling station staff or to the Deputy Returning Officer.
- 8) You are prohibited from spending your budget on alcohol.

A full list of all governance around elections can be found in bye-law 1, found here:

<https://www.uosunion.org/yourvoice/howwerun/bylawsandstrategy/>



Complaints

- 1) Any complaints regarding the conduct of any candidate or campaigner should be made to the Deputy Returning Officer in writing or by email to su.democracy@uos.ac.uk
- 2) No complaints will be accepted more than one hour after the close of polls.
- 3) Complaints will be dealt with at the discretion of the Deputy Returning Officer but all will be addressed by the final meeting of the Democratic Procedures Committee which takes place after the final deadline for complaints.

If candidates are in any doubt the interpretation of these rules they should ask the Deputy Returning Officer for clarification.

Breaching the rules

In an event of a rules breach, the Democratic Procedures Committee will deliberate and decide on one of the following consequences which will be imposed on the candidate:

- 1) Removal of publicity material in question (for example a poster or a social media post)
- 2) A ban on campaigning for specific time period
- 4) Removal of the individual's candidacy
- 5) A proven malicious / false complaint from a candidate (or their campaigner) will be treated as a breach of election conduct.

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STUDENTS' UNION

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Good luck!

**Any questions email:
su.democracy@uos.ac.uk**