



# Elections Candidates Booklet

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



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**#UOSELECTIONS**



**@UOSSU**



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**@UOS\_Union**

# Introduction

Congratulations for being nominated for a position.  
This is your first step to implementing change and  
being involved in a life-changing experience!

This handbook will outline how to run a campaign,  
useful dates and tips, and make sure you stay within  
the rules!


Good Luck!

Your Students' Union

## Contents

Key Dates .....	3
Key Contacts .....	4-8
Checklist .....	7-8
Manifesto Tips .....	9
Campaigning Tips .....	10
Deadlines .....	12
Rules and Regulations .....	13-17

## Key Dates

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### **Nominations Open**

21st Sep 2020-  
16th Oct 2020

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### **Training Workshops**

1pm 1st Oct 2020  
via Zoom

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### **Voting Opens**

9am 19th October  
2020

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### **Candidate Questions**

21st Oct 2020

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### **Voting Closes**

4pm  
23rd Oct 2020

## Key Contacts



**Bradley Allsop**

**Student Representation  
Coordinator/ Deputy Returning  
Officer**

**[su.democracy@uos.ac.uk](mailto:su.democracy@uos.ac.uk)**



## Key Contacts



**Sarah Tattersall,**  
**UOS Students' Union**  
**Chief Executive**  
**Returning Officer**

**Sarah.Tattersall@UOS.AC.UK**  
**01473 338155**

Who do I need to contact?

If you have a question or complaint:  
Bradley Allsop

If you want to appeal a complaint:  
Sarah Tattersall

## Checklist



**Do your research**



**Write your manifesto**



**Write a plan**



**Recruit your campaign  
team, appoint campaign  
roles**

## Checklist



**Set up social media  
pages**



**Design your  
promotional materials**



**Decide how are you  
spending your budget (for by-  
election candidates)**



**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.

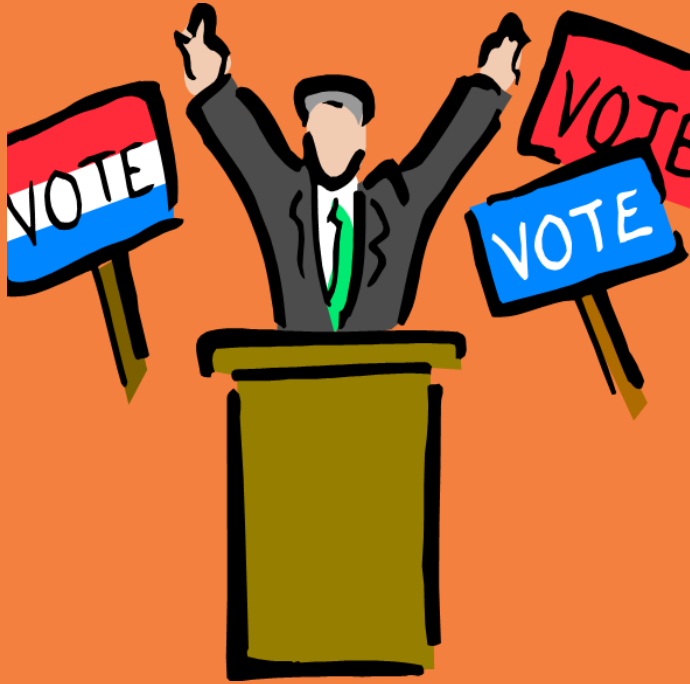
### **Be Realistic:**

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.

# Deadlines

Please submit your promotional materials (by emailing [su.democracy@uos.ac.uk](mailto:su.democracy@uos.ac.uk)) and manifestos (by uploading on the elections section of the SU website) by the nominations deadline of **5pm on Friday 16th October**

# Campaigning safely during Covid

The ongoing changes to our lives due to Covid-19 make campaigning in this year's elections a little different, but with a little ingenuity, we believe we can all make these an engaging and exciting set of elections.

There are, however, a few additional rules we need to follow this year to ensure we're campaigning in a safe way. The below are not exhaustive and should be read alongside the university's and government guidance on the pandemic (<https://www.uos.ac.uk/content/information-for-students>). In general, please keep yourself and others safe whilst promoting your campaign.

- Leafleting – Any leaflets you produce for your campaign should be placed in designated leaflet points - speak to staff in charge of that building to locate these. Handing out leaflets, sweets or anything else unfortunately cannot happen in any form this year.
- Posters - Posters are fine and can be put up in designated points around campus – primarily there will be two boards in the Waterfront and the SU Social Space for this.
- Lecture shout outs – We'd encourage you to do shout outs at the start or end of online lectures - just make sure you speak to the lecturer beforehand to get an invite and approval. You should only do a seminar shout out for your own seminar – candidates should not be going into seminars that aren't their own. You can however ask friends and supporters to do a shout out for you in their seminars.

Other things to try/where we can help:

- Social media – Social media can be a huge help in campaigning. For by-election candidates we can share videos and other content on our social media to help promote your campaign
- Candidate Question Time - We'll be holding a candidates question time via Zoom mid-way through voting week for the by-election positions as an extra chance to spread the word about your campaign
- Incentives - The SU will be offering incentives to encourage students to vote - more details to follow on our social media!

# Rules & Regulations

## 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 at 9:00 on Monday 19th October.
- 2) Candidates for by-election roles are entitled to a £30 budget, which will be reimbursed by the SU but **MUST NOT BE EXCEEDED**. This will need to include the costs of printing.
- 3) 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.
- 4) 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.
- 5) No campaigning may take place in the Library or Students' Union Offices. Campaigning may take place in the Social space.
- 6) Candidates must not campaign in lectures without permission from the lecturer, and must not cause disruption to lectures.
- 7) Candidates and campaign teams may only alter, move or remove their own campaign publicity.
- 8) 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.
- 9) 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](mailto: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, Elections 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.



**Good luck!**

**Any questions email:  
[su.democracy@uos.ac.uk](mailto:su.democracy@uos.ac.uk)**