

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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Introduction

Once a year we elect the part-time and full-time officers of the Students' Union – these are the students that lead the union throughout the year, and represent you to the university and beyond. Do you have what it takes to lead your Union?

This handbook will outline how to run a campaign, useful dates and tips, and make sure you stay within the rules! In addition to this, there will be a series of workshops to train you on various aspects of running a successful campaign, and a candidate briefing that all candidates **MUST attend (details below).**

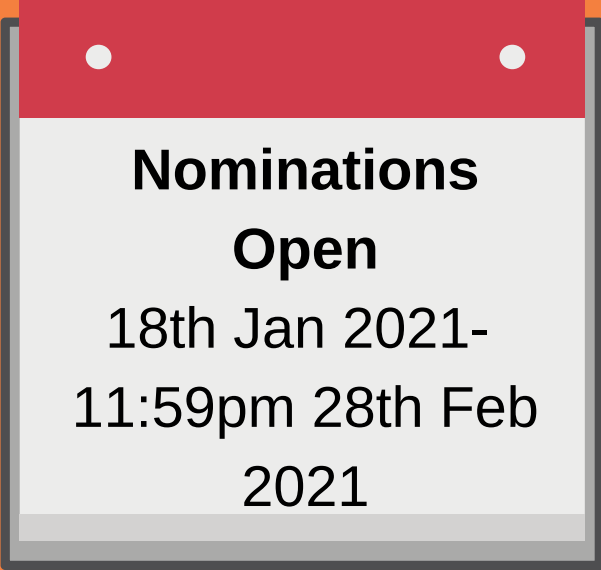
We know this will be a challenging year in which to stand as a candidate, but we're committed to making sure all of you can run as engaging and exciting a campaign as possible.

Good Luck!

Your Students' Union



Key Dates



Nominations Open

18th Jan 2021-
11:59pm 28th Feb
2021



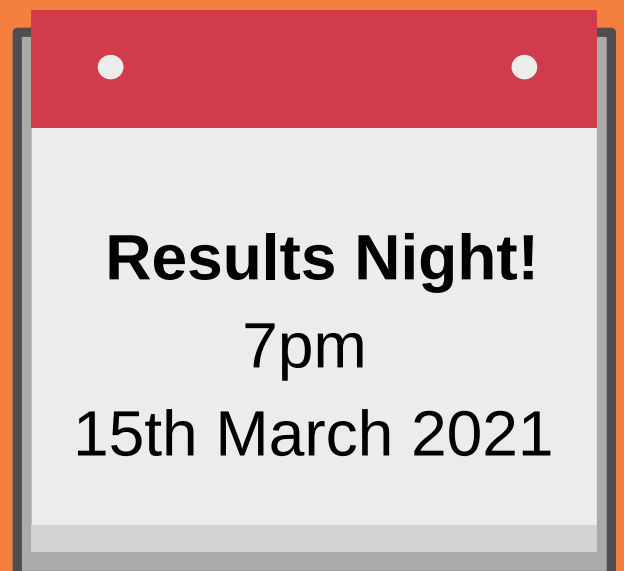
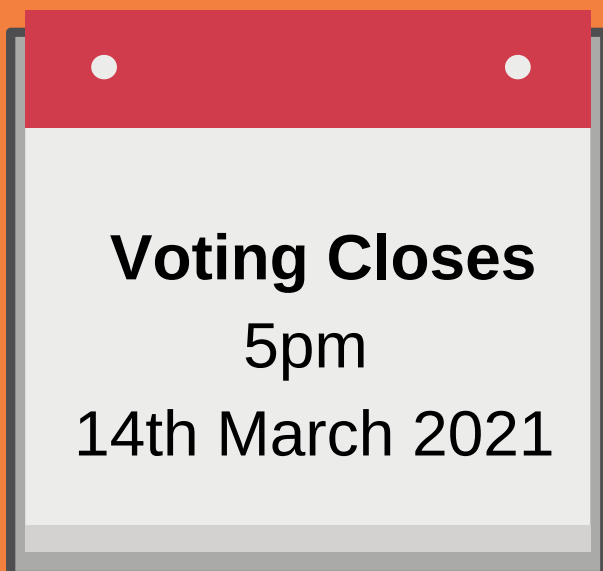
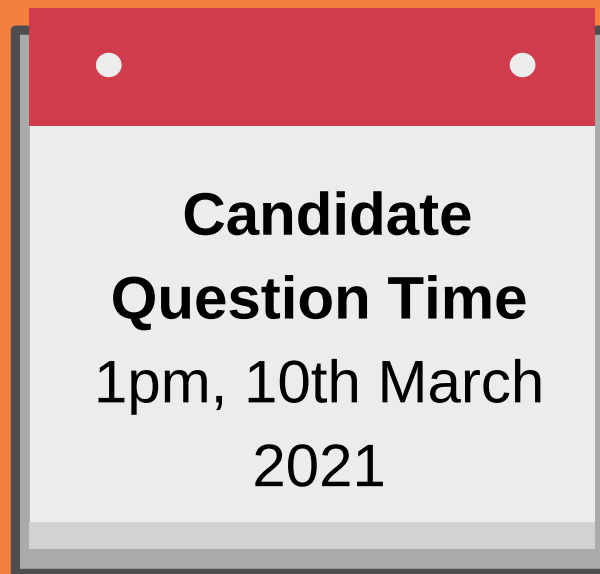
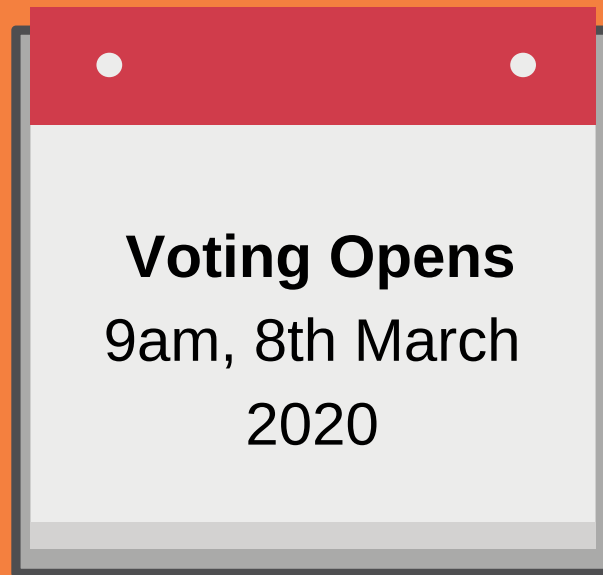
Campaign workshops

One a week
throughout Feb



Candidate briefing

1pm, 3rd March
2020



SU ELECTIONS 2021

HOW TO RUN A DIGITAL CAMPAIGN

A PRACTICAL WORKSHOP

FEB 1, 2021 01:00 PM



SU ELECTIONS 2021

HOW TO WRITE YOUR MANIFESTO

A PRACTICAL WORKSHOP

FEB 9, 2021 01:00 PM



SU ELECTIONS 2021

HOW TO DESIGN A WINNING POSTER

A PRACTICAL WORKSHOP

FEB 18, 2021 01:00 PM

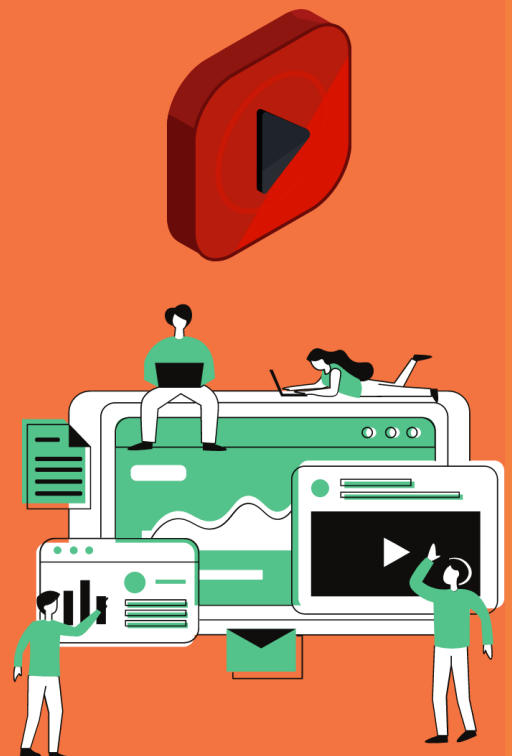


SU ELECTIONS 2021

HOW TO MAKE A GREAT ELECTION VIDEO

A PRACTICAL WORKSHOP

FEB 26, 2021 01:00 PM



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>

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.

Candidate budgets

Candidates for full time election roles are entitled to a £50 budget, which will be reimbursed by the SU but **MUST NOT BE EXCEEDED**. This will need to include the costs of printing.

The budget for part-time roles will be £25.

To be reimbursed for expenditure, please keep receipts and have this handed into the Deputy Returning Officer by end of voting week.

The cost of a one-month subscription to a design website will be in addition to this budget and also reimbursed by the Union, up to a limit of £20 - over this amount and the additional cost will have to be attributed to the candidate budget. If you'd like advice on which site to go with, or general support on designing posters and graphics, please email "Gergana Ivanova" <G.Ivanova@UOS.AC.UK>

Running as part of a slate

A 'slate' in terms of elections is when two or more candidates decide they wish to run as a team.

Slates can take various forms, from simply endorsing each other, right up to campaigning with one another and releasing joint promotional materials.

Candidates in the officer elections are free to join other candidates in a slate, but all candidates in the proposed slate must agree to this and must declare this on their nomination form (you can enter a slate name on the nomination form).

Slates may pool resources in terms of their candidate budgets, but it must be made clear when this is happening how much is to come from each candidate budget, and overall expenditure must keep in line with candidate budget limits detailed above.



Deadlines

Please submit your promotional materials (by emailing su.democracy@uos.ac.uk) and manifestos (by uploading on the elections section of the SU website) by the deadline of **11:59pm on 5th March, 2021.**

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).

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

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.

In general, the advice as it currently stands is to avoid coming onto campus unless absolutely necessary, and so this advice will apply to elections too - avoid campaigning activity that involves you entering campus if you don't otherwise need to, and avoid prolonged face to face contact with other students or staff.

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.



Campaigning safely during Covid

- **Leafleting** – Handing out leaflets, sweets or anything else unfortunately cannot happen in any form this year.
- **Posters (updated)** - posters on campus are not going to be allowed. Candidates that have to shield or self-isolate will not be able to put up posters on campus, and even allowing others to encourages moving around on campus that is not ideal given the current situation with the pandemic. Posters, therefore, will not be allowed on campus. We'll be providing space on our website for candidate graphics and posters.
- **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, and this year in particular it will be key. Try and develop engaging graphics and video content - the SU will share candidate videos if sent through to us - videos are a particularly good way to engage students who might not otherwise get to see you in person!
- Candidate Question Time - We'll be holding a candidates question time via Zoom mid-way through voting week 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!



Welfare Support during elections

We know running for election and campaigning can takes 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 – we know this is difficult during lockdown but staying active is good for your mood and general wellbeing. So, walk, jog, run or do your favourite online workout to keep active
- 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)

Charlotte Thompson – Student Assistant (Advice and Information)

(c.thompson6@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 at 9:00am on Monday 8th March 2021.
- 2) Candidates for full time election roles are entitled to a £50 budget, which will be reimbursed by the SU but **MUST NOT BE EXCEEDED**. This will need to include the costs of printing. The budget for part-time roles will be £25. The cost of a one-month subscription to a design website will be in addition to this budget and also reimbursed by the Union, up to a limit of £20 - over this amount and the additional cost will have to be attributed to the candidate budget.
- 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
- 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**