



# Guide for Campaigning

## - Campaign Budget

Candidates are permitted to spend up to:

Sabbatical Officers - £30

Volunteer Officers - £10

Candidates will be reimbursed half of their total campaign budget (£15/£5) on the production of receipted campaign spend.

Candidates are eligible to apply for a hardship support to cover more, or all their expenses.

## - Publicity

### Printed Publicity

All printed publicity materials shall be supplied by the Union.

Candidates are eligible for the following entitlement equivalent:

Sabbatical Officer - 20 A3 Sheets

Volunteer Officer – 10 A3 Sheets

Reply to the email from [su.elections@stir.ac.uk](mailto:su.elections@stir.ac.uk) with your request including correct sizing.

For posters to be ready for collection at 10am, Monday 16th February, please reply to the email by 9am on Friday 13th February.

Where can you put posters?

Printed publicity cannot be put up within the Library, next to PCs or computer work stations, on glass doors or windows, over signs or other posters, in a way to obscure security camera, or anywhere that breaches Health.

Any publicity infringing upon this may have their materials removed.

Candidates are responsible for their own publicity material which must not deface the University.



# Guide for Campaigning (cont.)

## Digital Publicity

Candidates are free to use social media and digital communications (including MS Teams) to promote their campaign, although this must be fair and equal, with all candidates having the same opportunity and access to promote their campaign across any social media platform.

Candidates may receive endorsements or statements of support from individual members and/or committees of Societies or Sports Clubs via the process clubs and societies have been made aware of.

The Union Instagram won't re-share posts to ensure it is fair and equal for all candidates

## Digital Footprint

Be aware of what you're putting online, and make sure that any social media accounts reflect your current views on issues.

You can be held accountable for the things you say, and have said in the past, on social media.

In putting yourself forward for elections, you're already identifying yourself as a leader - you have a platform and students will listen to you. Think about how your ideas can make a real change.



# Guide for Campaigning (cont.)

## - Campaign Tips

Positivity wins votes #1 – the more students you talk to about what you want to achieve and their issues, the better you will do

Positivity wins votes #2 – talking down other candidates to voters never works. People respond to positivity and the conversation should be about them

There is no shortcut to being able to talk to people "cold" - it can feel strange going up to someone you don't know and talking to them. Practise will make it easier, and going round with a friend really helps!

## - Campaign Team

You are allowed to have a campaign team.

- As soon as you decide you are running as a spring election choose a select group of friends and ask them if they would support you campaigning

Key Aspects of Campaigning & Roles to Fill:

- Someone who can help manage your posts and keep your online presence active.
- Team members who can dedicate time to assist you throughout the campaign.
- A person who can help you stay organised and ensure tasks are completed on time.
- Someone who checks in on you and reminds you to take breaks and look after yourself.
- A person who can assist with putting up posters and distributing campaign materials.
- Your campaign team must follow the same rules and guidelines as you. Make sure everyone understands the regulations before getting started.



# Guide for Campaigning (cont.)

## Elevator Pitch

- Who you are
- Position you're standing for
- How to vote
- When to vote
- Nudge 1,2,3
- Vote #1 (2 or 3)

## Dates to Note

- Nomination Period Begins: Wednesday, 17th December at 10am
- Nomination Period Closes: Monday, 9th February at 10am
- Candidate Briefing: Tuesday, 10th February at 2pm
- Candidate Photoshoot & Videos: Tuesday, 10th February at 3pm
- Candidate Printing Material Submission Deadline: Friday, 13th February at 9am
- Candidate Printing Material Collection Date: Monday, 16th February at 10am
- Candidate List Published: Monday, February 16th at 10am
- Campaigning Begins: Monday, February 16th at 10am
- Society Endorsement Meet-ups
- Sports Clubs Endorsement Meet-ups
- Alternative Hustings: Thursday, February 19th at TBC
- Hustings: Tuesday, February 17th at 2pm (Atrium)
- Voting Opens: Tuesday, February 24th at 10am
- Voting Closes: Thursday, February 26th at 5pm
- Results: Friday, February 27th at 2pm (Atrium)