SPRING ELECTIONS 2024

Candidate Digital and Design Information

This document contains helpful information, free resources and tips to help you make your campaign the best it can be. You can email Laura Dixon, our Communications, Marketing & Events Coordinator, if you have any questions. For any other questions about standing or the Elections, please contact Natalie Hay, Democracy and Representation Coordinator.

Designing Publicity for Digital and Print

All printed publicity material shall be supplied by the Union. If candidates choose to have printed publicity; Sabbatical Officer candidates will be entitled to a total of 20 A3 sheets, Volunteer Officers of 10 A3 sheets, and NUS Delegated of 10 A3 sheets.

TOP TIP: Candidates are encouraged to upload a version of their printed publicity within their digital manifesto.

Candidates can request printed publicity by contacting natalie.hay@stir.ac.uk.

For online campaigning, you should design your online publicity to suit the channel you're sharing it on, for example, X (previously Twitter), Instagram, Facebook. Design websites, like Canva, give you the correct sizes for using these platforms in ready-made templates.

What could you include in your printed publicity artwork?

You may wish to include the following:

- Your name and the position you are running for (highly recommended!).
- The Union Logo.
- The Union website address for online voting: stirlingstudentsunion.com/your-voice/elections or just stirlingstudentsunion.com.
- The dates and times of voting which are, 'Between 10am on Tuesday 27th February and 5pm on Thursday 29th February 2023.'

For smaller images, like those used on social media, you may wish to use videos or photos with a small amount of text, such as your slogan or 'Vote for Me!' messages.

Video Content

Videos are a great way to present your manifesto points and yourself to voters. Making a campaign video, or a series of a few videos outlining your priorities, is an engaging way to campaign.

For accessibility, you may wish to add subtitles. There are free (free trial, no card required) websites where you can upload your video and they auto subtitle for you. You can also set up a Microsoft Teams meeting with yourself, pop the captions on and hit record meeting!

TOP TIP: Make sure to remind voters of where and when to vote.

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Accessibility

To make artwork or publicity accessible to everyone, including those using screen readers or other accessibility tools, you may wish to consider the following:

- You may wish to avoid any curly or hard-to-read fonts, light text colours on light backgrounds, dark text colours on dark backgrounds or busy backgrounds. This website has some helpful guidance – Do's and Don'ts for Accessibility Government Website.
- Most social channels allow 'alt text' which is used by screen readers. You can add a description of the image there, including any text which is on it.
- Hashtags which aren't capitalised may be difficult for some people to read and might not be picked up properly by screen readers. Try to capitalise yours, i.e. #BleedGreen rather than #bleedgreen. You may wish to check any hashtags you use aren't already being used for something else!

Copyright

You cannot use copyrighted music in your videos. To get an understanding of what is safe to use, this is a helpful guide with free non-copyright music resources – How to See if a Song is Copyrighted Website.

- Certain images from google, brand names, brand logos, stills from movies, TikToks (which are not your own unique content) or music videos – these may be copyrighted and should not be used. If in doubt, get in touch!

Social Media

Make sure you are using the platform to your advantage. For example, if you are setting up a campaign page, make sure to post regularly with manifesto points, video clips and reminders on voting dates, etc.

TOP TIP: You may want to add your campaign team members as admins to share the load.

Your campaign team can also help you in sharing, commenting, tagging and promoting your candidacy. Remember, what you say online, stays online so please be kind and be courteous to other candidates and voters.

Social Media groups run by the Union (i.e. Official Stirling Freshers 2023-24) are accessible to all candidates if they simply ask to join.

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Helpful Resources for Designing Publicity and Editing Videos

- Digital Resources Election Pack
- https://Canva.com (you can create simple animated videos and publicity – provides correct template sizes for different platforms such as social media)
- https://desygner.com/ (pretty similar to Canva)
- https://filmora.wondershare.com/ (video creation)
- https://Happyscribe.com (for subtitling videos)
- https://Photopea.com (a free photoshop style website for editing images)
- InShot (a free app to make simple videos on your phone)
- All students can access free IT equipment (I.e. laptops) and have free access to Microsoft Office via the University of Stirling – University of Stirling IT Resources and Support Website.