



London Met Students' Union



Candidate Pack

Student Union Leaders Elections 2022



STUDENTS' UNION
**LEADERS
ELECTIONS
2022**

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Welcome & Introduction



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Welcome!

Thank you for choosing to stand as a candidate for London Metropolitan Students' Union (LMSU) Leaders Elections 2022!

These elections are a vital aspect of any Students' Union. They are the visible sign to both the members of the Students' Union (all students) and the University that your Students' Union is democratic and representative.

Standing for election should be a rewarding and enriching experience, regardless of whether or not you win. You will meet new people, gain new skills and improve your confidence as well as hopefully having lots of fun! By standing for election, you are making a significant contribution to LMSU, but it is also a big responsibility to take on.

As candidates, it is your responsibility to make sure you and your supporters uphold the very highest moral and ethical standards. The reputation of LMSU is in your hands.

Full role descriptions are available at
www.londonmetsu.org.uk/elections/2022/roles/





SU Elections Team

The election is organised and administered by Students' Union staff. The team consists of a Deputy Returning Officer and Election Assistants. Collectively they make up the 'elections team' and are here to guide you through the process. They are also responsible for ruling on any disputes that may arise.

For many of you this may be your first experience of being involved in elections. If you have any question or are not sure about anything, please ask the SU Elections Team by emailing suelections@londonmet.ac.uk.

Returning Officer

A Returning Officer is a term commonly used not just in Students' Unions, but other elections in the UK such as Local and General Elections. The Trustee Board and the University's Board of Governors jointly approve the Returning Officer every three years.

The Returning Officer has ultimate responsibility for ensuring that the elections are run freely and fairly, including ensuring that the election regulations are enforced.

The Returning Officer at LMSU is the National Union of Students (NUS) and therefore external and independent of both the Students' Union and University.

Timeline

Start of Campaigning

Active campaigning can begin at 9am on Friday 25th February.

FEB
25



FEB
25

Candidate Question Time

The opportunity for all candidates for full-time positions to make a speech & take questions from students.

5pm - 7pm

President Debate

Similar to Hustings but with the addition of a debate between the Presidential candidates.

5:30pm - 7:30pm

FEB
28



MAR
01

Voting Opens

This is it - tell everyone to vote!
Voting opens at 9am on Tuesday 1st March.

Voting Closes

Voting closes at 12:00 noon on Friday 4th March.


MAR
04



MAR
04

Results Night

Join us in the Rocket from 5pm for Results Night to find out who has won!



Before campaigning begins, there are several briefings and workshops that all candidates are invited to attend, where you will have the opportunity to learn & develop key skills that will come in handy during the election.

All candidates must attend one Candidate Briefing, and candidates for Full Time Officer positions must also attend Hustings. In addition to this, candidates running for President must attend the Presidents debate.

The rest of the sessions are optional, however we strongly recommend you make the effort to attend these sessions in order to put you in good stead for campaigning!

Key deadlines:

Submitting manifesto: Monday 21st February 12:00 noon

Submitting expense reclaims: Friday 18th March 5:00pm

mandatory events:

Candidate Briefings:

Tuesday 15th February 12:00pm - 2:00pm
Wednesday 16th February 5:00pm - 7:00pm
Friday 18th February 2:00pm - 4:00pm

Candidate Question Time (Hustings)

Friday 25th February 2022 5:00pm - 7:00pm
Holloway Campus, room TBC

Presidents Debate

Monday 28th February 2022 5:00pm - 7:00pm
Holloway Campus, room TBC



optional events:

Manifesto Writing Workshops:

Tuesday 15th February 3:00pm - 5:00pm
Thursday 17th February 4:00pm - 6:00pm

Campaigning & Social Media Workshops:

Monday 21st February 2:00pm - 3:00pm
Tuesday 22nd February 5:00pm - 6:00pm

Candidate Support Drop in Sessions

Tuesday 1st March - Friday 4th March
10:00am - 11:00am



Candidate Requirements

Everything you need to do!



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Eligibility

You must be a current student enrolled at London Metropolitan University to stand in the election. To stand for one of our part-time positions you must self-identify as belonging to that particular demographic in order to be eligible. For example, to stand to be a Women's Officer, you must self-identify as a woman.

Please note there are also eligibility criteria set out in the Students' Union election regulations, which are contained in the bye-laws of the Students' Union governing documents, specifically [bye-law 11, section 11.2](#).

You must be eligible to stand for election in accordance with the election regulations in the above link. Please pay particular attention to point 11.1 (ii). If you have any questions about this please contact Andy Morwood, LMSU Chief Executive Officer at andy.morwood@londonmet.ac.uk.

11.1 (ii)

Students who have been subject to disciplinary action by the Students' Union or University following a serious offence will not be eligible if the offence was found proven. Any offence considered major misconduct under the University's disciplinary regulations will count as a serious offence and may include, but not be limited to, unlawful activity, violence, harassment, intimidation or victimisation of staff and/or students, damage to Union or University property.

You might win - do you want the role?

It might sound obvious, but do you want the role and are you able to take up the role you are standing for? To take up full-time positions you cannot be a student at the same time. If you are not in your final year, then this means you would need to pause your course for a year while you serve as a Full-Time Officer.

Please take some time to consider if this is something feasible for you to do. For part-time positions (including Student Council Members but excluding NUS conference delegates) you will need to be a London Met student next academic year, i.e. 2022-23, in order to be able to take up office.

Visa Compliance

Please note that if you are not a home student then it is very important that you take visa advice before submitting an application for a full-time role including President. You must ensure that you will be able to take up the role from this perspective. Please engage with the [University's International Support Team](#) for advice.

Trustee Declaration

Please note to stand for any of our Full-Time Positions i.e. President and Vice-Presidents (VP), you are required to submit a declaration of your eligibility to be a trustee of the Students' Union before your candidacy can be confirmed.

The Trustee Declaration form is [here](#) (you will need to log-in to the page once you click on it using your usual university username and password).

Equality, Diversity and Inclusion Monitoring

If you have not done so already, all candidates are asked to spend a couple of minutes filling in our [Equality Diversity and Inclusion Monitoring form](#). The information will enable us to better understand who is engaging with us and help to inform our work to make LMSU more inclusive of our diverse student body.

Election Rules and Regulations

All candidates must abide by the election rules and regulations. These are detailed in our [Governing Documents](#). Bye-laws 10 and 11 outline the Election Regulations and all candidates should read these carefully.

Further information about the rules and regulations can also be found in [Appendix 1 - Rules and Regulations](#).

Candidate Written Statement (Manifesto)

A manifesto is a written statement outlining what you want to do if elected and to encourage people to vote for you. You can write up to 500 words. It can include images and graphics too if you wish. You should submit your manifesto via the election website where you submitted your application.

The deadline for submitting your manifesto is 12:00pm (midday) on Monday 21st February.

Don't forget to attend one of the manifesto-writing workshops running as part of our support package for candidates:

Manifesto Writing Workshops:

Tuesday 15th February 3:00pm - 5:00pm

Thursday 17th February 4:00pm - 6:00pm

Please note it is mandatory for all candidates to submit a manifesto by the deadline above.

Candidate Briefings

All candidates must attend a mandatory session when you will be fully briefed on the election process, be able to meet the elections team, other candidates and ask any questions you may have. Details about these events are provided in [Section 4 - Campaigning and Voting](#).

Candidate Question Time (Hustings) & Presidents Debate

All full-time candidates must take part in the Candidate Question Time. All President candidates must also take part in the Presidents Debate. Details about these events are provided in [Section 4 - Campaigning and Voting](#).





Polling Stations

Polling stations are areas where students can physically cast their votes. All candidates and their supporters must keep a reasonable distance from the polling stations so that students are free to cast their votes free of undue pressure or intimidation.

Staff on the pollings station will advise you of this safe distance and do so in the context of allowing reasonable flexibility for campaigning to take place as well. Polling stations will run only if it is safe to do so in the context of Covid.

Current Officers: Campaigning

Current Full-time or Part-time Officers who are also candidates are not permitted to campaign when they are at work/undertaking their role, either on behalf of themselves or others. Full-time officers must take annual leave at times when they wish to campaign, either for themselves or others during time when they would normally be at work.

Advice and guidance will be provided to relevant FT or PT Officers around this by the Students' Union Chief Executive and Deputy Chief Executive.

Current Officers: Social Media Use

Any social media accounts which have been used as a 'work account' (even if they were originally personal accounts), are considered to be SU accounts and therefore can not be used for election campaigning.

All Full-time and Part-time Officers have access to a SU social media accounts that they use as 'work accounts' so should be able to use their personal accounts for campaigning - as long as they don't also use their personal accounts as 'work accounts'.

Candidate Support



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Support

The Students' Union is committed to providing as much support as possible to our candidates, both in practical terms such as providing training on topics such as online campaigning and also in finding ways to support candidate welfare.

Various training and support related events are planned for candidates such as candidate briefings, campaigns training, manifesto writing workshops, an online candidate hangout space and access to staff support.

For full details please check out www.londonmetsu.org.uk/elections

Candidate Resource Folder: Google Drive



The [Candidate Resource Google Drive folder](#) will be available to all candidates (and supporters on request), and will act as a repository, containing useful information for candidates such as this candidate pack, training materials, Students' Union logos etc.



Candidate Briefings

Candidate briefings are a mandatory session where candidates will be fully briefed on the election process, be able to meet the elections team, other candidates and ask any questions you may have . All candidates must attend and supporters of candidates are welcome too. Valuable campaigning hints and tips will also be provided. Candidates only need to attend ONE of the sessions below:

Candidate Briefings:

Tuesday 15th February 12:00pm - 2:00pm
Wednesday 16th February 5:00pm - 7:00pm
Friday 18th February 2:00pm - 4:00pm

Manifesto Writing Workshops

Come along to one of the sessions below and get some hints and tips on writing your written statement or 'manifesto.' We can advise you on how to structure and present your manifesto and provide some examples of previous candidate manifestos:

Manifesto Writing Workshops:

Tuesday 15th February 3:00pm - 5:00pm
Thursday 17th February 4:00pm - 6:00pm



Campaigning & Social Media Workshops

Come along to one of the sessions below for some valuable hints and tips on how to campaign effectively and safely using social media:

Campaigning & Social Media Workshops:

Monday 21st February 2:00pm - 3:00pm

Tuesday 22nd February 5:00pm - 6:00pm

Candidate Support Drop-in Sessions

These are informal 'drop-in sessions' for candidates and their supporters during the actual election. The voting days can be quite hectic, so feel free to pop in for a chat, ask the elections team any questions, share any thoughts of concerns you have or just say hello while picking up some more blank t-shirts, placards or banners material!

Candidate Support Drop in Sessions

Tuesday 1st March - Friday 4th March

10:00am - 11:00am

Candidate Breakfast

We will also host 'free breakfasts' during some of the voting days. We think our amazing election candidates campaign at their best after a good feed! The elections team will email the details of the arrangement for the free breakfasts nearer the time.

Candidate Resources

In both the Holloway and Aldgate Students' Union Offices, we will have plenty of blank t-shirts, pens, paints, placards, sheets for banner making and other resources that you can use for free as part of your campaign.

We also have free tea and coffee and a chill out space so you can have a rest from all that campaigning!

Spending & Expenses for Full-Time Positions

You may spend up to £40 on your campaign, of which up to £20 will be reimbursed by the Students' Union on production of proof of spending such as a receipt, screenshot or photograph of a receipt, or photograph(s) of the printer's digital display which shows how much printing you have done.

Spending & Expenses for All Other Positions

You may spend up to £30 on your campaign, of which up to £10 will be reimbursed by the Students' Union on production of proof of spending such as a receipt, screenshot or photograph of a receipt, or photograph(s) of the printer's digital display which shows how much printing you have done.

Printing

If you use the University printers to print our election material, you will need to provide proof of your printing in order to claim back the money. This can be done by providing:

- A receipt (or photo of the receipt) for printing (or for topping up your credit)
- A Screenshot or photo of your Print History to show your Top-Up
- A photo of the printed material. E.g. If you print 10 posters, take a quick photo of them so we can see the sheets.

Claiming Back Expenses

To claim a reimbursement for campaign costs you will need to send details of the following to the Elections Team via suelections@londonmet.ac.uk by 2:00pm on Friday 18th March 2022:

- How much you wish to claim
- Valid receipts (please photograph your receipts) or other proofs (see above)
- Your sort code, account number, bank name, and your name as it appears on your bank statement.

Campaigning & Voting



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What is Campaigning?



A series of planned activities that are intended to achieve a particular social, commercial or political aim (Oxford Dictionary)

Campaigning in the Students' Union Leaders Election is also about undertaking activities in order to highlight why students should vote for you.

Campaigning is important for many reasons. Obviously you want as many students to vote for you as possible. Campaigning creates a buzz, excitement, a fun atmosphere and creates awareness of the election which is important for all involved in the process!

Campaigning & Covid

This year, we are currently planning to have an in-person election, however this is subject to the current Covid-19 restrictions and regulations at the time.

The Elections Team will keep all candidates updated on developments and will post all developments on the [elections website](#).



When Can I Start Campaigning?

You can talk about the election and the fact that you are standing as a candidate at any time.

Active campaigning however, where you are trying to persuade students to vote for you, such as distributing posters, flyers, t-shirts etc or using online platforms such as making a campaign Facebook group or page is only permitted after **9:00am on Friday 25th February 2022**.

During the campaigning period the election team will be running some election related events for you to attend:

Candidate Question Time (Hustings)

Friday 25th February 2022 5:00pm - 7:00pm
Holloway Campus, room TBC

Candidate Question Time (sometimes known as 'Hustings') is an opportunity for all candidates for full-time positions to make a speech, take questions from students and debate issues with other candidates. All full-time candidates must take part in Question Time. The event will be filmed and widely circulated so as many students as possible get to see it. The event will be lots of fun and provide an opportunity for you to reach lots of students and practice those essential public speaking skills!

Presidents Debate

Monday 28th February 2022 5:30pm - 7:30pm
Holloway Campus, room TBC

This is an opportunity for our candidates for the Students' Union President role to debate each other 'head to head'. All candidates standing for the role of President must take part in the Presidents Debate. The event will be filmed and widely circulated so as many students as possible get to see it.

Candidate Video

You are strongly encouraged to provide a short (30 second) video of yourself. More information about how to do this is given later in this pack and will also be covered in the social media campaigning sessions we're running so don't forget to come along to one of these.

Posters & Leaflets: Pin Boards

Posters and leaflets can be useful in creating awareness of the election, your candidature and can also help remind students who you are, after you have spoken to them. However, they can also damage walls if affixed to them, create litter and are not very sustainable! Candidates are permitted to display posters and hand out flyers as part of their campaign if they wish, subject to Covid rules at the time of election.

The Students' Union will provide large, free-standing red display noticeboards at various locations around the campuses. You may fix one election poster to this board as part of your campaign. They are located in the following locations and will be clearly labelled:

Holloway:

- Tower Building
 - Main reception
 - Junction cafe on 1st floor
 - Blue Met Lounge Café (on ground floor)
- Students' Union Building - Holloway Campus
- The Rocket (behind Rocket reception)

Aldgate:

- Calcutta House: Lobby
- Goulston Street: Lobby
- Goulston Street: The Atrium

Please respect the University environment. Do not affix posters on walls or doors, this is prohibited by the University. Please note excessive posters and flyers do not win you votes. What wins votes and elections is engaging with students, explaining who you are and what you believe and listening to them.

Posters & Leaflets: Logos

Please make sure you add the following two logos to any physical publicity you may produce such as posters and flyers:

1. Students' Union logo
2. Recycle Me logo

The Students' Union logo will be a signal to the University Estates team that the item is part of the Students' Union election. Any publicity without the logo on it will likely be removed.

The Recycle Me logo is there for just that reason. Please make every effort to recycle any paper you use and to only use as much as you need to!

The logos will be emailed to all candidates and also available in the [Candidate Resources 2022 folder](#).

Posters & Leaflets: Content & Design

Please be mindful of the content of any posters and leaflets you produce, whether printed or digital. They must not make any derogatory references about other candidates, staff, former staff or students, either by name or implication. They must not be libellous or defamatory. Please ensure that your posters are factually accurate and don't have any negative campaigning about other candidates.

When creating a poster or leaflet, the first thing you should think about is the design. Make it eye-catching and distinct! If you don't know how to design, don't worry, there are great platforms like [Canva](#) which allow you to create designs easily and for free.

Try and make yours stand out – through comedy, colour, shape or size. Your posters/leaflets should have your name, a photo, your key policies, details of how to vote, and any slogans you're using on them.

Posters & Leaflets: Top Tips



Branding

- Include a photo of yourself and your slogan!
- Keep the poster in line with your campaign brand!
- Don't overcomplicate your design
- Use a legible font, nothing too fancy, to make reading as easy as possible
- Don't stretch images to fit, keep their proportions the same
- Spell check and proofread or get someone to check it for you – a great design won't matter if it's full of spelling mistakes

No Campaigning in the Library

Candidates do not have permission from the University to campaign in University libraries at all. This is because students go to libraries to study. Please do not campaign in the libraries. You may however campaign outside the libraries.

If you wish to hang a banner on the low metal fences in the main Tower Courtyard then you may do so and it is ok for you to leave them unattended. Please make sure you hang it neatly and so it is securely fastened to the fence with string or cable ties. As long as they look neat and tidy the University has told us they don't mind them being there unattended.

Lecture Shout-Outs

Classes and lectures are great opportunities to speak to lots of students in the same place. If you wish to speak to a class of students, you may do so but you get permission from the member of the teaching staff who is taking the class. You must gain this permission **before** the class starts by speaking to or emailing the lecturer. Speaking to students before and after a class may also be a good idea.

Hint - classrooms and lecture theatres have their time tables on the door. This can be a useful way to identify when classes are taking place!



Using Banners for Campaigning

Making a campaign banner out of an old sheet and poster paint can be a fun and effective way to publicise your campaign. You may find a location around the campus where you can hang your banner. Please do not leave your banner unattended though! Either yourself or one of your supporters need to stay with it at all times as otherwise it is very likely to be removed by University staff. Please be considerate to other candidates and leave space for others to do likewise!

Creative Campaigning

If you have an idea about how to campaign that is a little bit different, please speak to the Elections Team via suelections@londonmet.ac.uk We welcome creative campaigning and new ideas, but please ask us first to make sure there are no concerns or implications that you may not have thought of!

For hints and tips on how to run a great campaign see [Section 6 - Campaigning Hints and Tips](#).

When & How Do Students Vote?

Voting is open from Tuesday 1st March 2022 09.00am until 12.00 noon on Friday 4th March 2022. Students can vote by logging in to the [LMSU website](#).

We will also be running polling stations (areas where you can vote in person) at both the Holloway and Aldgate Campuses. These will be open from 10:00am to 5.00pm each day of voting. Due to the Covid-19 pandemic, these plans may be subject to change depending on the current guidance during voting week. Keep an eye on the above website for updates on this. Polling stations will be staffed by Students' Union staff and also our Election Ambassadors. These are student staff assisting with the election process alongside the rest of the Students' Union team.

Students must be free to cast their vote without undue influence or pressure. Candidates must not assist students with voting and must respect that every student has the right to vote confidentially and freely. If any student does need assistance in voting, for example due to a disability, or is having any issues that prevent them from voting, please encourage them to contact the elections team via suelections@londonmet.ac.uk.

Who Can Vote?

Any currently registered students studying at London Metropolitan University can vote. This does not include students studying at partner institutions.



Complaints

If anyone wishes to make a complaint related to the election then they need to fill in the [Elections Complaints Form](#), which can be found on the Elections web page under 'Candidate Hub' - you must be logged in to access this!

Complaints should be raised as soon as possible, and within 24 hours of the action that is being complained about. The elections team will then confirm with the Returning Officer, the complaint will be investigated and a decision made on what the outcome of the complaint will be. Please provide any evidence you may have to back up your complaint and send this via emails with your complaints form.

Please note the deadline for any complaints with regard to the election including the conduct of a person in the election is 1:00pm on Friday 4th March 2022 (one hour after the close of voting).

Any complaints concerning the procedure of the election or the election count must be made by 12:00pm midday on Saturday 5th March 2022. (24 hours after the close of votes).

Candidate Sanctions

The Elections Team and Returning Officers reserve the right to impose sanctions on candidates if they or their supporters break election rules. The sanctions that may be imposed include:

- Verbal warning
- First warning
- Final warning
- Campaign ban for 12 hours, 24 hours, 2, 3 or more days
- Withdrawal of financial support for campaign
- Expulsion from the election

For information about the rules and regulations see **Appendix 1 - Rules and Regulations**.

After Elections

What if I win? What if I lose?



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What if I win?

Whether you win or lose, pat yourself on the back and congratulate yourself on what you have achieved. Standing for election is very much putting yourself 'outside your comfort zone', and you will have learned a lot about yourself regardless of the outcome.

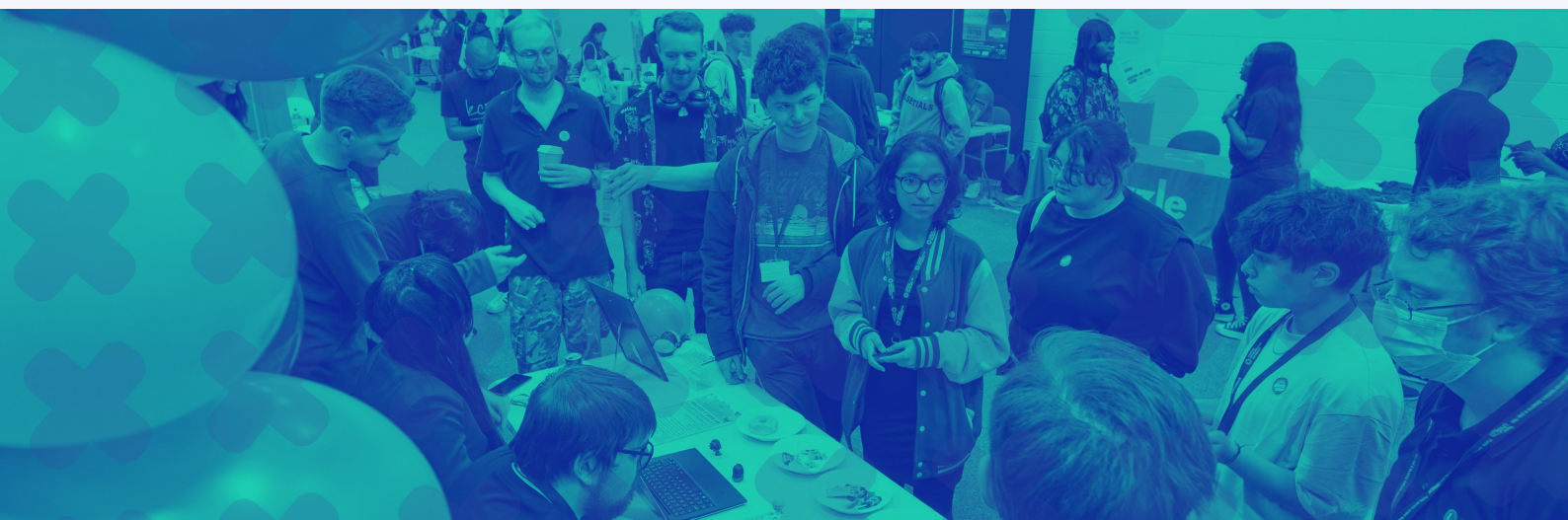
If you are successful and get elected you will get lots of training and support to help you in your role and will be contacted shortly after the elections about what happens next:

Full Time Officers

Full-Time Officers start their role on 1st July 2022. You are paid £24,400 (plus a to-be agreed cost of living increase) per year, and get 27 days of paid leave, plus bank holidays and University closure days. You will work 35 hours a week, Monday-Friday typically 09.00-5.00pm. Please note that due to training requirements, you will need to be available for the first month so please ensure that you will be available throughout July 2022.

Part Time Officers

Part-Time Officers are in post for the following academic year, i.e. 2022-2023. There may be some training opportunities offered over the summer, but the main induction and initial training session for Part-Time Officers will take place from 12:00pm to 2:00pm on Friday 16th September 2022 - please ensure you are available for this date!





Student Council Members

Student Council members will take up their places on the Student Council from the start of the next academic year, i.e. 2022-2023. Student Council Members must be available to attend one of the following training sessions:

- Thursday 10th November 2022 11.00am - 12.30pm
- Thursday 10th November 2022 4:00pm - 5:30pm
- Friday 11th November 2022 2:00pm - 3:30pm

NUS Delegates

NUS Delegates will be invited to attend a briefing and debriefing, and registered to attend the National Conference.

The conference will take place from Monday 28th March 2022 - Tuesday 29th March 2022 in Liverpool, North-West England.

Food, accommodation and travel will be provided. Please ensure that you keep these dates available. All conference delegates are expected to write a short report following their attendance at the conference.

What if I lose?

Firstly, take some time to congratulate yourself on what you have achieved by taking part. You will have learned so much from the experience, so it may be worth taking some time to reflect on what you have gained. Campaigning involves organising yourself, coming up with ideas, using communication skills, influencing, inspiring and meeting new people - all things that will help you with whatever you want to achieve. Also take note of the specific skills you have been able to develop during the election such as building your confidence, public speaking and communication skills. Running in an election is a great challenge to take on and sadly not everyone can win!

There are plenty of ways to get involved in the Students' Union or in achieving the ideas you had on your manifesto without being an officer. If you are eligible, you can also run again in the next set of elections. If you are keen to get involved in campaigning or changing things, or looking for another role, you are welcome to come to talk to anyone in the Students' Union elections team. Being a **Student Rep**, **Student Group member** (sports, societies, media etc) or **Student Council Member** are some great ways to get further involved.



Campaigning Tips & Tricks



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Campaigning

Fun, active, creative, sustainable and positive campaigning is how candidates get people to vote for them. Students vote for the candidates they know, so visibility is key and you will need to plan your campaign accordingly. But students also vote for the candidates with the best ideas and policies, so do your research!

We've included some tips below. We will also go over, in some details, how to campaign hints and tips at our Candidate Briefings, Manifesto Writing Workshops, Campaigning on Social Media and Candidate support drop-ins sessions, which you can find out more about in [Section 3 - Candidate Support](#).

Talk to Voters - Word of Mouth Campaigning

Often the best way to get your message across is the oldest and simplest - word of mouth i.e. talking to students, explaining what you stand for and listening to what they have to say. When talking to students you won't have long to get what you want to say across, so be prepared:

- Try to have no more than three key messages. Three things you want to get across. While you might want to have more than just three things you want to achieve, prioritise just three.
- Imagine you are in a lift with a student. You have their attention for no more than 30 seconds while the lift travels up to your floor. Plan your messages so you say everything in just 30 seconds. It's called an 'elevator pitch.' Give it a try! If you go over 30 seconds then you are saying too much. Don't forget you need to tell them your name and what position you're running for as well so they know who to vote for!
- Repeat your key messages over and over again!
- If someone is clearly not interested then move on - there are plenty of other students to speak to.



- Remember there are two campuses! Campaign for votes at both the Holloway and Aldgate Campuses (subject to potential Covid restrictions) - as well as online.
- As long as you get permission of the relevant teaching staff, you may address a class of students - its called a 'lecture shout-out'
- Don't be drawn into negative campaigning (criticising your opponents). It simply doesn't work. If other candidates try it then just ignore them. Concentrate on your key messages.
- Keep upbeat, cheerful and smiling! Campaigning can be tiring but it should be fun, and students are more likely to vote for cheerful candidates!
- Remember we have a system of ranking candidates in order of preference (for those interested it is called 'Single Transferable vote'). What it means is voters can have a a first choice, second choice, third choice and so on. So if a student says they have decided to vote for one of our opponents, you could ask them to give you their 'second preference' vote. You will receive this vote if their first choice candidate is at the bottom of the field after the initial count stage.



Have a slogan

Many candidates choose a catchy, memorable phrase across their campaign to attract students, give a feel of their campaign and set themselves apart from other candidates.

Tips for a strong slogan:

- Research slogans from past elections
- Link it to your name to help students remember who you are
- Make it short & snappy -your slogan can be up to four words
- Link it to something modern and memorable
- Think about if you could use humour / puns
- Alliteration is often used



Branding

What sets you apart from other candidates? To make sure you are memorable and distinguishable, it's important to create consistent branding for your campaign.

This applies to your publicity (posters, social media..), the ideas you promote and the general feel of your campaign. You could also research to see what other candidates do at other SU's across the country for inspiration!



Website

Having a website can be useful as it's somewhere you can direct students to! You can create a space dedicated to your campaign- it will take a bit of time to put together, but there are plenty of great websites which should make the process free and easy, e.g. Wordpress.



Videos

Nowadays, anything can be recorded with a smartphone. Make use of this and consider recording some videos. From a short video introducing yourself, to a video going over your manifesto to singing to your favourite songs or copying famous movie scenes or tik tok dances, the options are countless. You can make your video serious by talking about your policies, or you can make a spoof video that you think will appeal to students and maybe go viral. Previously, students have chosen to act out scenes from films, sing songs or change the words of rap songs to make them relevant to their campaign. Upload them to Youtube or Vimeo and share as much as possible. Feel free to Google 'Students elections videos' for great examples (and a laugh)!

Make use of social media!

The use of social media is really popular during elections, and is a great way of reaching out to students that you are unable to talk to in person.

There are different ways for you to use social media in your favour. Whether you use your personal channels or create specific accounts/pages for your campaign,, the choice is really yours. We recommend that you take the time to think about it and come up with a strategy of what would be the most effective.

Below you can find a few tips:

- Creating a frame for people (your friends and supporters) to change their Facebook profile picture by adding your slogan, or “I am voting for...”. You can find all the information about how to do this [here](#).
- Setting up a Facebook group or page can be an excellent way to get your supporters to show their support for you, and to help raise the profile of your campaign online. You can publish your full manifesto, post updates on what you are doing and encourage people to vote for you. Don't overdo it though - as a general rule, try and limit yourself to a maximum of 5 Facebook updates per day reminding people to vote for you. Sharing photos is a great way to spread the word too.
- Using a Facebook ad can be effective (and cheap) as it is targeted publicity. You can change the settings to only advertise your Facebook group or page to current students at your University.
- Using Twitter is also a very good way of communicating with potential voters, especially if you use the relevant hashtags when tweeting about the elections. Again, photos are a great way of engaging students.
- Live videos on Facebook or Instagram work well and are a great way of engaging with students. Use the function to do a Q&A and answer any questions students might have.
- Instagram nowadays is one of the most popular platforms - use it. There are so many features which you can take advantage of.
- Make sure to show who YOU ARE on social media; students want to know who they are voting for so share pictures of your day-to-day and record stories talking through your manifesto for example.



And lastly...

Remember that your degree comes first!

Good luck - we hope you have a great experience running in this year's LMSU Leaders Elections and don't forget we're here to support you if you need it. However, please don't neglect your studies over the election and don't miss any lecturers, seminars, practicals or any other similar events. Your degree must come first!

Good luck!



Appendix 1

Rules & Regulations



STUDENTS' UNION
**LEADERS
ELECTIONS
2022**

Rules and Regulations

The Students' Union operates in accordance with its governing documents. These are located on the Students' Union website, see below link. The annual elections are run in accordance with Bye-laws 10 and 11. Bye-law 11 is the election regulations. All candidates should read them carefully; they can be found on the [LMSU Website](#).

The Returning Officer would also like to emphasise the following, which are also election regulations:

- Treat others as you would wish to be treated.
- Don't make any derogatory reference to other candidates, staff, former staff or students either by name or implication and make sure that none of your publicity material is libellous or defamatory
- Candidates are responsible (and will be held responsible) for the actions of any campaigner or supporter assisting in their campaign. All election regulations apply to supporters as well as candidates, and it is the responsibility of the candidate(s) to ensure, as far as reasonably possible, that anyone assisting in their campaign reads, fully understands, and abides by the election regulations.
- Students must be free to cast their vote without undue influence or pressure. Candidates must respect that every student has the right to vote confidentially and freely. Do not harass students. Any complaints raised by students about being unfairly pressured to vote for any particular candidate will be taken extremely seriously.
- Do not assist any student to vote, even if they ask you to help them. If any student needs any assistance to vote due for any reason e.g. disability they must contact the SU Elections Team via suelections@londonmet.ac.uk.
- No candidate can use any Students' Union resources apart from those provided. For example you cannot campaign using Verve Radio.

- Union societies and sports clubs and other similar groups may not give support to candidates via official club/society outlets (including social media).
- Candidates may not utilise Union or University student mailing lists for the purposes of campaigning. This includes use of society and or membership lists or lists of Student Reps or Student Council lists for electioneering.
- Candidates are permitted to organise in teams, sometimes known as “slates”, and may produce shared publicity and encourage voters to support all the members of the team. However, slates may not pool their resources to give them an unfair advantage or do things that independent candidates could not do. Candidates are jointly liable for the actions of fellow slate members. Candidate publicity which mentions a fellow candidate will be a signal to the Returning Officer that you are running as a team or ‘slate’
- Candidates, slates and campaign teams must adhere to the law, University regulations and Union policy. Any breaches can lead to action being taken against you and your slate / supporters by the Returning Officer and further disciplinary action which could in turn affect your student status.

