



STUDENTS' UNION
LEADERS
ELECTIONS
2022

Campaigning & Social media workshop





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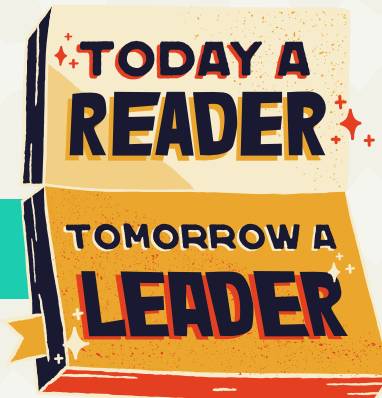
1. Branding and Slogans
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Slogan



Choose a catchy, memorable phrase across your campaign to attract students and set you apart from other candidates.

How?

- Research slogans from past elections
- Link it to your name to help students remember who you are
- Make it short, snappy and original
- Think about if you could use humour / puns

#VoteAyeForMackay

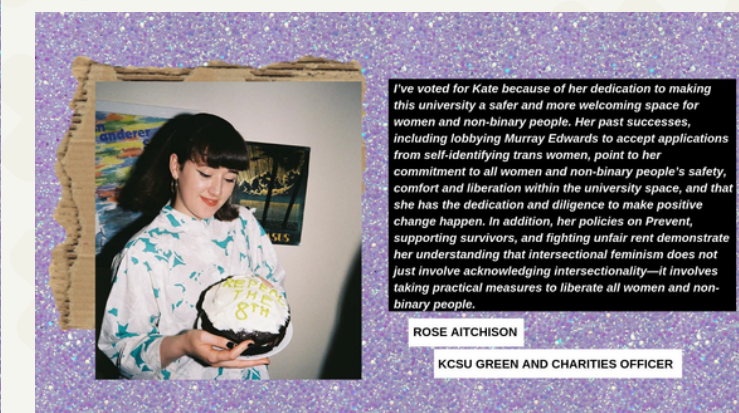
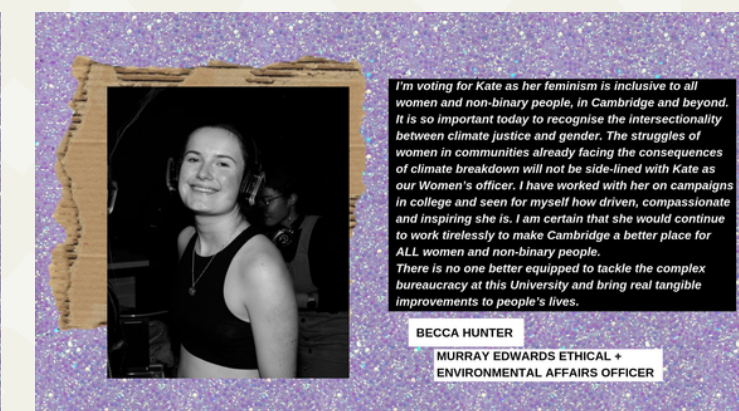
USE YOUR HEAD, RE-ELECT EDD

Branding



What sets you apart from other candidates?

- Create consistent branding for your campaign - come up with a theme!
- Ensure this is across all of your promotion/campaign!
- Research what candidates do at other SU's for inspiration.



Posters


Vote at
kclsu.org/elections
from Monday 6th to
Thurs 9th March

f /AndyForVPEducation
t @andy_warren17

Andy for
**VP Education Arts
& Sciences**

KCL should be run democratically by its students and staff, in the interests of learning and improving lives, not as a business. We need a union that stands up to management and the government - if you elect me, that's the kind of union I'll build.

- Defend education – fight fee increases
- Fix the IT: a uni for students not profit
- Stand up for international students
- Solidarity with workers on campus
- Action on climate change
- Free childcare on campus
- Cut the rent and costs of learning



RE-ELECT

DANNY
#1 PRESIDENT

REBUILDING OUR UNION

I'm also standing for:
NUS DELEGATE

1 RESOURCING ACTIVITIES 

- More space for sports and societies
- Increased funding in Activities Team
- Incentives for members of activities
- Training for media & society officers

2 YOUR DEGREE IN PRACTICE 

- Connections with local organisations
- Work placements and experience
- Cross departmental collaboration
- Spaces to practice your degree

3 PROACTIVE SOLIDARITY 

- Responding to local & global crises
- Increased support for refugees
- International Student's rights/ PGWV
- A strong, campaigning Union

4 A DEMOCRATIC EDUCATION 

- Liberating the Curriculum
- Tackling BME Attainment Gap
- Students governing their education
- Postgraduate engagement with the SU

VOTING OPENS MAR 8-11 | www.dannyforpresident.co.uk



VOTE
CLAIRE
FOR NUS DELEGATE

I'm Claire Sosienski Smith, I'm the current CUSU Women's Officer and I am running for NUS delegate. I believe that the student movement is strengthened by our collective engagement and focus on liberation. I come into contact with so many students each week through facilitating Women's Campaign forums and the efforts to decolonise the English faculty, as well as supporting students in their organising work by speaking at events, running reading groups and consulting with the Women's Campaign committee.

CARE!!!

PRIORITIES

- I am very keen to be involved with the NUS as we reimagine its position as a union and its role in the fight for a free, liberated education
- Combatting harassment and intimidation at university by sharing experience of reforming the disciplinary procedure, supporting students who report instances of sexual harassment, and the ways in which we enable people to find meaningful justice
- Focus on decolonising the university as a way to fundamentally shift a learning environment that disadvantages students who have not found themselves represented or prioritised in the current curricula
- Resisting the marketisation of the university to imagine new ways of learning which are not restricted by extortionate rent prices, student fees or inadequate welfare provision

EXPERIENCE

- I learnt about and became active in student politics by working with students who feel alienated by the university and it is the rage of the Women's Campaign and student activist networks that sustains my work. I want to ensure that the voices of marginalised students are represented at this year's conference
- Focus on demystifying the internal workings of the student movement by tweeting about the conference and making sure everyone understands what is being voted on, how I am voting and how this effects our organising work





Top tips for Posters

- 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
-
- Use Canva – a free platform that makes designing easy!
 - If you're stuck for ideas, there are tons of templates that you can use to maintain consistent branding across all your posters.

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Videos



Nowadays, anything can be recorded with a smartphone. Make use of this and record videos. You can make your video serious with you talking about your policies, or you can make a spoof video that you think will appeal to students and maybe go viral!



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Top tips for Videos



- Find a location that is well-lit with natural sunlight or plenty of indoor lighting
- Choose a quiet location with little background noise (street sounds, music, other people)
- Avoid spaces with lots of echo
- Turn off air conditioners and heaters to avoid fan noise
- Provide a seat for yourself that is stationary and quiet (no chairs with wheels/swivels, overstuffed cushions, or squeaky screws)
- Choose a non-distracting background (avoid windows, showing other people, posters/signs that can be read etc)
- Set your laptop, phone, or camera on a tripod or steady surface (please do not hold your camera while shooting to avoid shaky footage)
- Shoot horizontally (use landscape mode and avoid portrait mode)
- Position camera at eye level (if you can, avoid angles where the camera lens is looking up or down on you)



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Campaigning

On top of social media, one of the best ways to get your message across is **word of mouth**:

- Explain what you stand for
- Listen to what students have to say
- You won't have long to get what you want across, so be prepared!

- Try to have no more than three key messages/things you want to get across.
- Use the 'elevator pitch' technique
- 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!
- If someone is clearly not interested then move on – there are plenty of other students to speak to.
- Lecture shout-outs
- Don't be drawn into negative campaigning (criticising your opponents). It simply doesn't work.
- Keep upbeat, cheerful and smiling! Campaigning can be tiring but it should be fun and students are more likely to vote for cheerful candidates!



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- Remember to make use of your brand - create leaflets, stickers etc and put yourself and your campaign out there !
- You can use some of your budget into printing credits - print posters and put them around campus!
- Be out and about all week on both campuses
- Remember to campaign for votes at both the Holloway and Aldgate Campuses - as well as online.
- Use your friends - they can help you campaign by going to separate places or going around campus with you !



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Social media is critical!

It can make or break your campaign.

Fun, active, creative, sustainable and positive campaigning is how candidates get people to vote for them.

Students vote for the candidates they know. Virtual 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!

Show who you are!

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.





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Social Media



Instagram

- The most popular social media used by London Met students!
- Can facilitate images **and** videos
- You can use the question function to do a Q&A on Instagram stories.
- Easy to promote posts (use your campaign budget!)

Live Videos

- 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.

Facebook group/pages

- 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 updates per day!

Use your friends!

- Create a frame for people (your friends and supporters) to change their Facebook profile picture by adding your slogan, or "I am voting for...".
- Join our Official Facebook group and share your updates there – you are limited to one post a day.



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Accessibility

Make sure everyone is able to engage with your content!

Different kinds of content are better for different people so making sure you produce a variety of materials can be helpful.

Tips:

- Ensure images have alt-text
- Caption your videos!
- Choose your colours carefully





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Any Questions?

