

**General campaign hints and tips 2017**

The best way to campaign is ‘word of mouth’. This means engaging in conversation with students in a polite and friendly manner. Firstly as them if they have a few minutes to spare so they can talk to you about the election. If they say no then withdraw, you aren’t going to convince anyone to vote for them by annoying them!

Remember the following when talking to students:

* Be polite and friendly – smile
* Tell them who you are
* Tell them what you are standing for and what the role involves
* What you hope to achieve and how it will benefit them as students
* Listen to them - what are their thoughts and opinion on the main issues
* You may wish to give them a flier so they remember who they have spoken too
* Tell them how to vote and when voting closes
* If they plan to supporting another candidate then ask them to consider voting for you as second preference
* Thank them for their time

Remember – if they don’t wish to talk to them then leave them alone. You will not help yourself by hassling them.

If you wish to address a class of students then you may do so but only with the permission of the staff member taking the class. This should be arranged before the class. They can refuse permission without giving a reason. If you do address a class then keep you speech sort and to the point.

Academic staff will be briefed and asked to inform the Deputy Returning Officer of any students not acting in accordance with this advice.

**What should I include in any YouTube clip?**

Some candidates like produce a short video to promote their campaign. If you do so the Student Union will try out best to publicise the url link so as many student can see you handy-work as possible. There are no specific rules to follow but anything you produce must not be contrary to and election, union or university rule or regulation. Here are a few hints:

* Keep it simple
* Keep to the point
* Keep it short
* Check the sound quality before you upload it
* Make sure you say your name and make it clear what you are running for