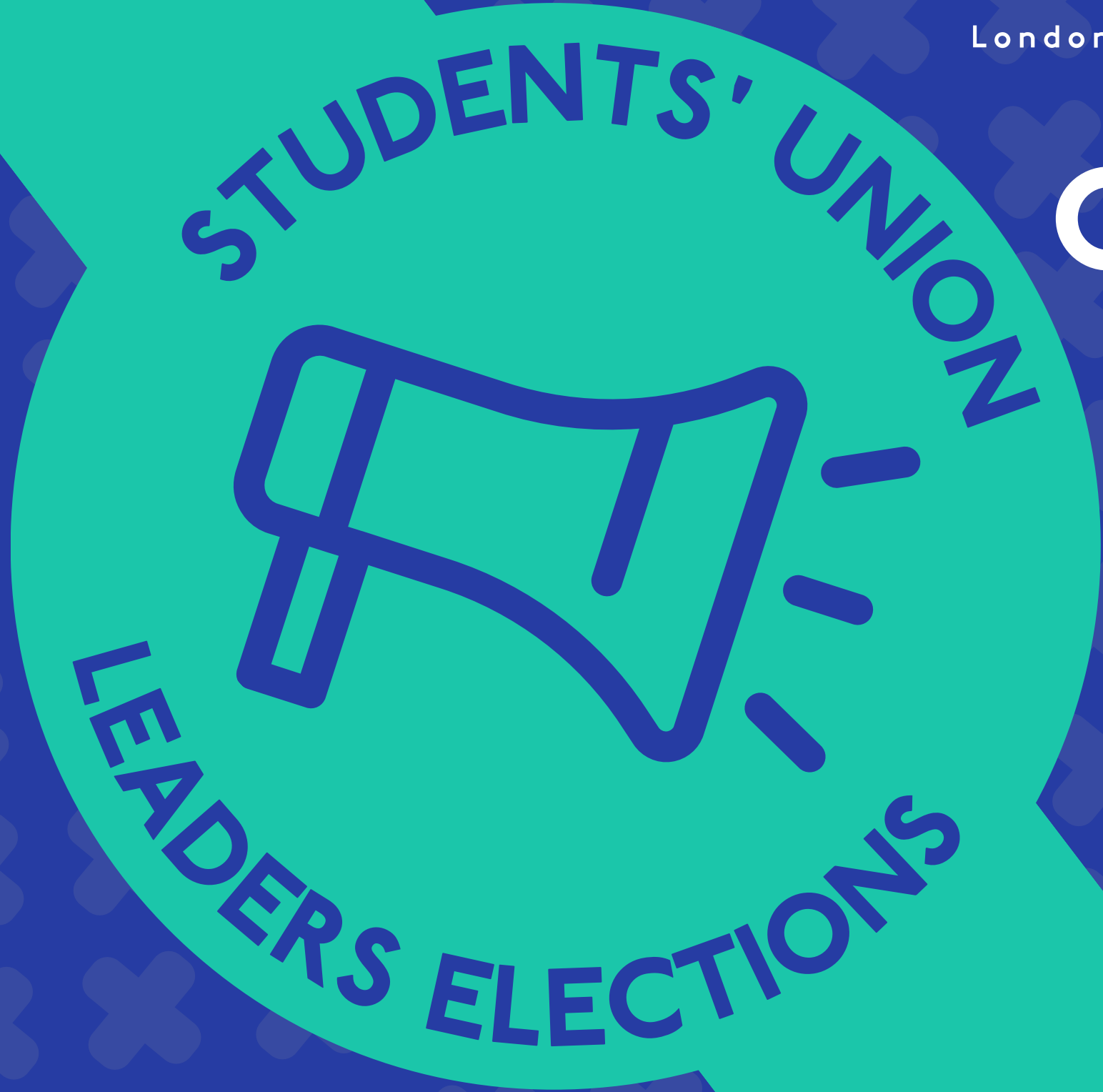




London Met Students' Union

Campaigning & Social media workshop 2024



STUDENTS' UNION
LEADERS
ELECTIONS
2024



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2. Branding and Slogans
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5. Social Media





What is campaigning?

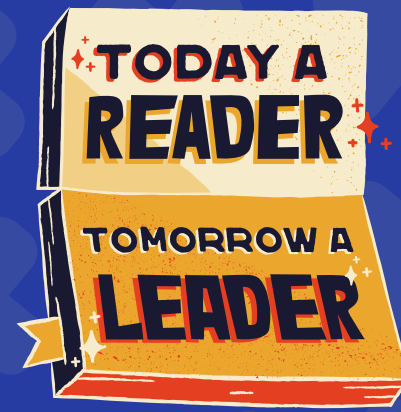


Campaigning is all about trying to persuade students to vote for you, e.g., by distributing posters, and flyers, wearing branded t-shirts, etc, or using online platforms such as a campaign Facebook or Instagram page. It is about undertaking activities in order to highlight why students should vote for you and creating awareness of the election which is important for all involved in the process!

Active campaigning is only permitted after **9:00am Monday 26th February 2024**. You may campaign throughout the election until voting finishes on **Friday 8th March**.



Slogan



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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



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

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

/AndyForVPEducation
 @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

3 PROACTIVE SOLIDARITY

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

2 YOUR DEGREE IN PRACTICE

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

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

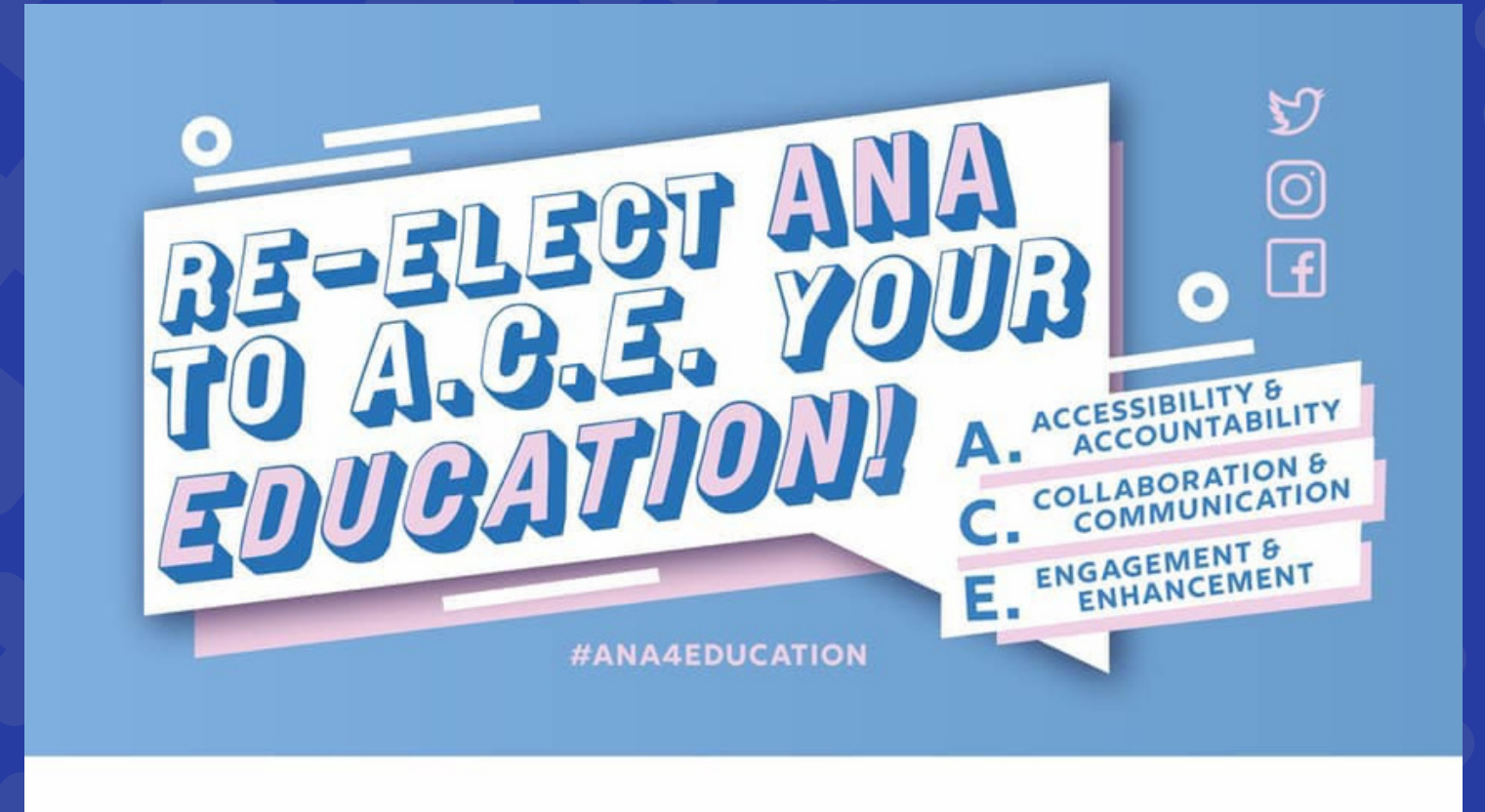




Top tips for Posters

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- 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.





Logos to use:

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

- Recycle me logo
- LMSU logos
- 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 available in the [Information for Candidates](#) page.



London Met Students' Union





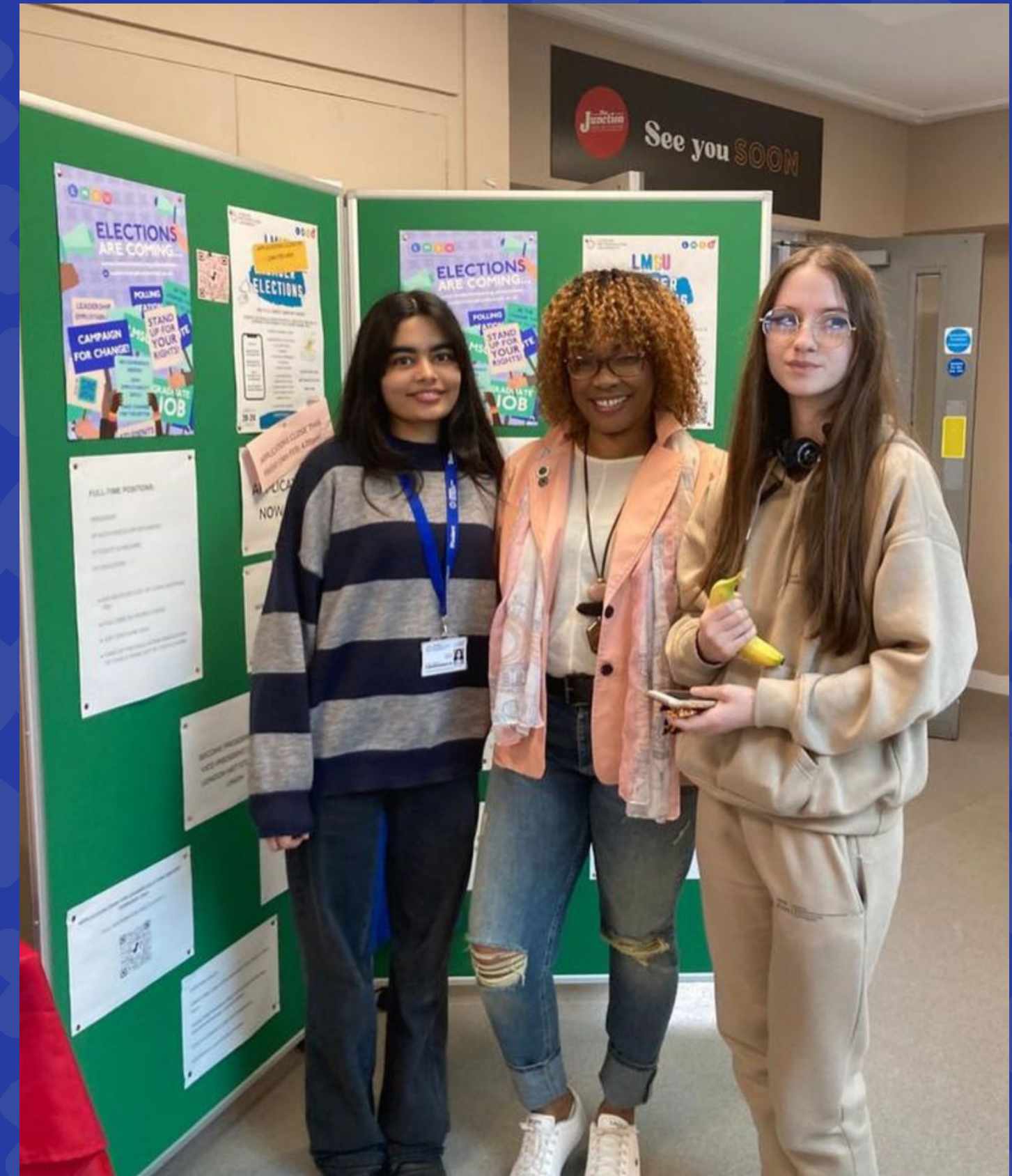
Poster and Leaflet Display Boards

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Please only display your posters in the designated areas around the campuses. A number of large, free-standing red, green or yellow display boards will be placed around the campuses in key locations for you to use to display posters.

The University also allows limited opportunities for posters to be displayed around the campuses in other locations during election time. Please note, the university will not however tolerate any damage to surfaces though and may charge for any such damage. Any posters in the wrong place may be removed and disposed of. It is against election rules to fix posters in areas where they are not permitted, and candidates may be sanctioned for it. Please respect the University environment.

Please see the [Campaigning Guide](#) for full information on where you may display posters etc. Please note this information will be subject to change so please keep an eye on your emails for updates.





Poster and Leaflet Display Boards

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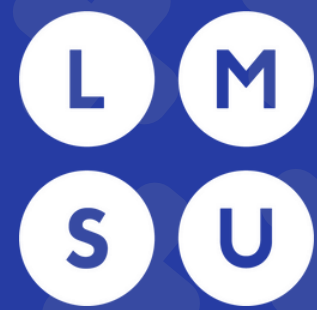
An illustration of a brown hand holding a dark grey signpost. The signpost is a vertical rectangle with a white border, tilted slightly to the right. The sign is teal and contains white text.

Please respect the
University
environment!

Do not affix posters on walls or doors, this is prohibited by the University.

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.



Poster and Leaflet : Content

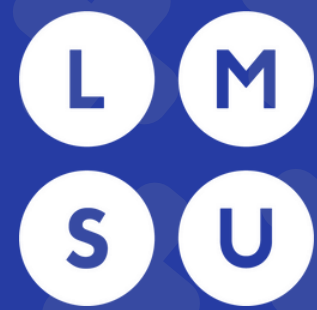
Please be mindful of the content of any posters and leaflets you produce, whether printed or online.

They must not make any derogatory references about others including 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.

A stylized illustration of a brown hand holding a dark grey signpost. The signpost is a vertical rectangle with a small notch at the top where the hand grips it. The sign is a teal color with white text.

Please respect the
University
environment!



No Campaigning in Libraries

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Please respect the
University
environment!

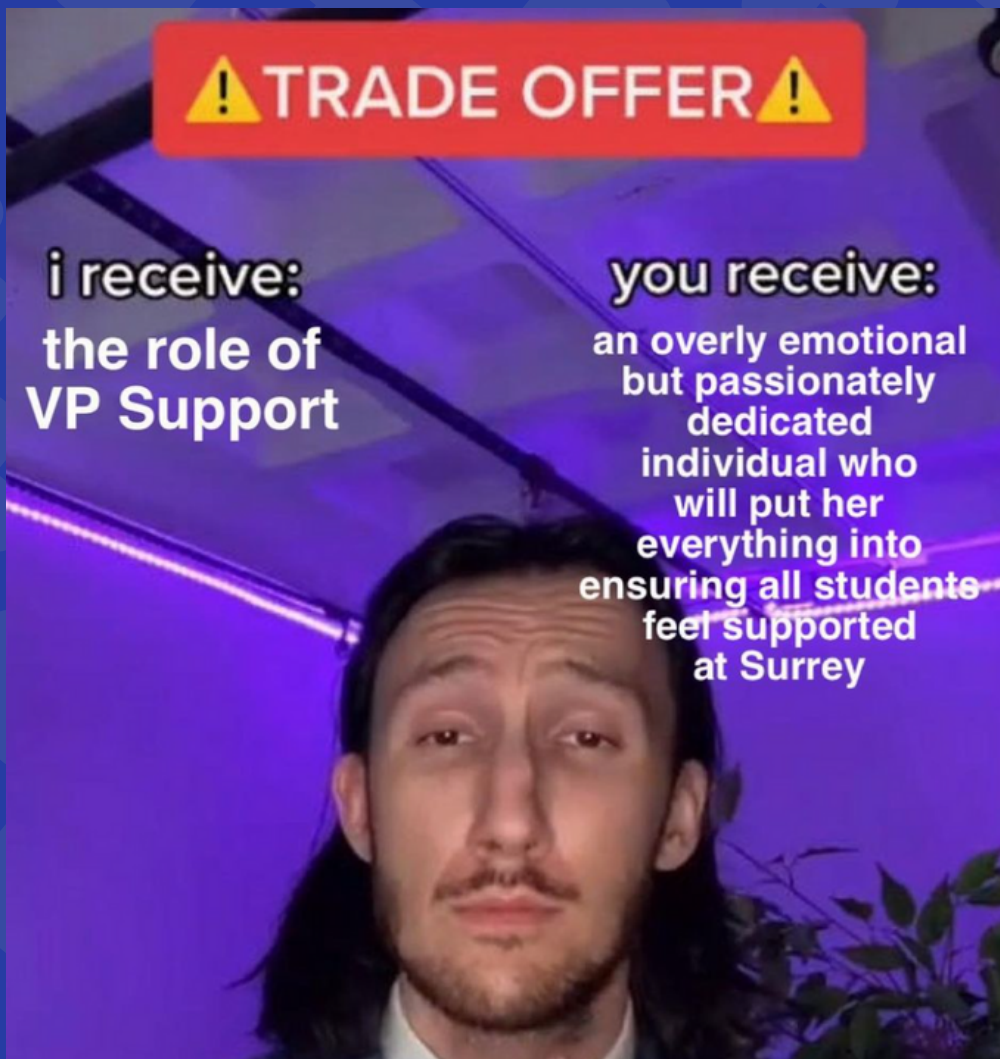
Candidates do not have permission from the University to campaign in university libraries at all. This is because students go to libraries to study. Please do not campaign in the libraries. You may however campaign outside the libraries.

Please note: Failure to adhere to the above could result in a breach of the Election Rules. Candidates who break the Election Rules may have sanctions applied, up to and including being withdrawn as a candidate



Mememes

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Top tips for Memes

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- Keep an eye on current trends of memes - jump on them and relate it to your campaign
- Know your audience (London Met Students)
- Make sure they are not offensive and have no rude language - remember that you are representing the SU!
- Keep them simple!



Not voting for Liam	
Voting Liam [2]	
Voting Liam [1] in 2021	
Voting Liam [1] in 2022	
Voting Liam [1] in 2023	



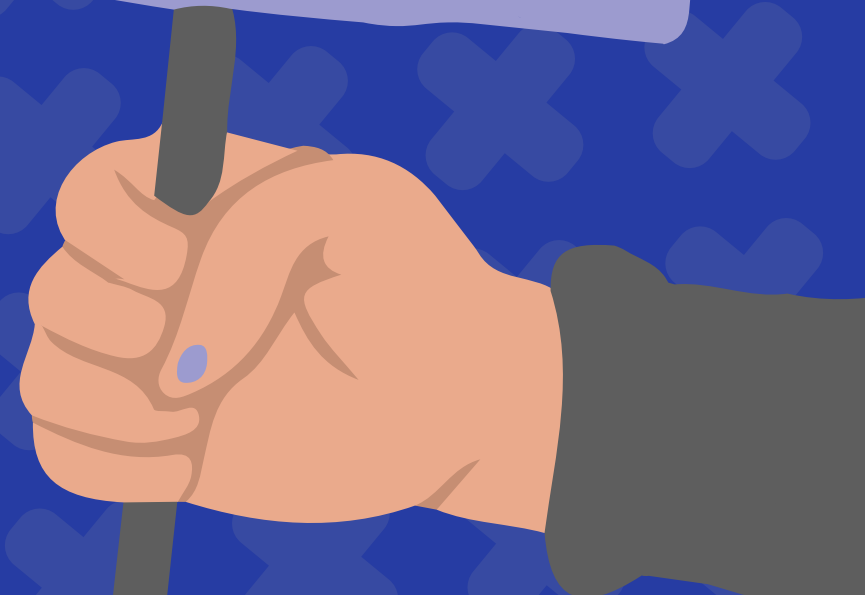
Videos

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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!





Social Media Takeover : Videos

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- We are providing the opportunity for candidates to send an up-to 30 second video that will be uploaded to the @londonmetsu Instagram stories during the week of campaigning (4th-8th March).
- The deadline for this will be **Tuesday 27th February at 5pm.**
- Please email your videos to communications.su@londonmet.ac.uk.
- We will ensure equality of opportunity for this provision for all candidates.





Points to take note of for the video:

- **Aspect Ratio and Size:** Videos must be in a vertical format with an aspect ratio of 9:16. Please ensure the dimensions are 1080 pixels wide by 1920 pixels tall (1080x1920 px).
- **File Format:** Videos should be in commonly accepted formats such as .mp4, .mov, or .avi to ensure compatibility. MP4 is preferred.
- **Duration:** The video should not exceed 30 seconds. Please keep it concise and to the point to engage viewers effectively.
- **Clarity and Visibility:** Ensure high resolution and clarity in the video. Avoid low-light settings or unclear audio for better viewer engagement.
- **Text and Graphics:** If using text or graphics in the video, ensure they are readable and not too small when viewed on a mobile device. Keep text concise and legible.
- **Content Guidelines:** Reiterate the importance of focusing solely on the campaign message and not making any derogatory or offensive remarks about other candidates.



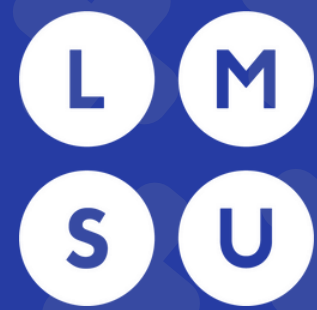


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Top tips for Videos



- **Orientation and Framing:** Candidates should frame themselves appropriately within the video. Ensure you are well-centered and visible, avoiding extreme close-ups or being too far from the camera. Set your laptop, phone, or camera on a tripod or steady surface (please do not hold your camera while shooting to avoid shaky footage)
- **Background and Environment:** Using a clean, uncluttered background that doesn't distract from the candidate's message, is suggested.
- **Audio Quality:** Importance of clear audio can't be emphasized enough on. Candidates should record in a quiet environment to avoid background noise or distractions that could hinder the message's clarity.
- **Branding and Consistency:** Candidates are encouraged to incorporate their campaign colours, logos, or slogans for brand consistency. However, don't overwhelm the video with excessive branding that might overshadow the your message.
- **Engagement and Call to Action:** End the video with a strong call to action, urging viewers to vote and visit their campaign platforms or social media for more information.
- **Accessibility:** Don't forget to consider inclusivity, such as providing subtitles or captions for the video to accommodate viewers with hearing impairments.
- **Test and Review:** Review your video before submission, checking for any technical issues, clarity, and overall quality.



Banners

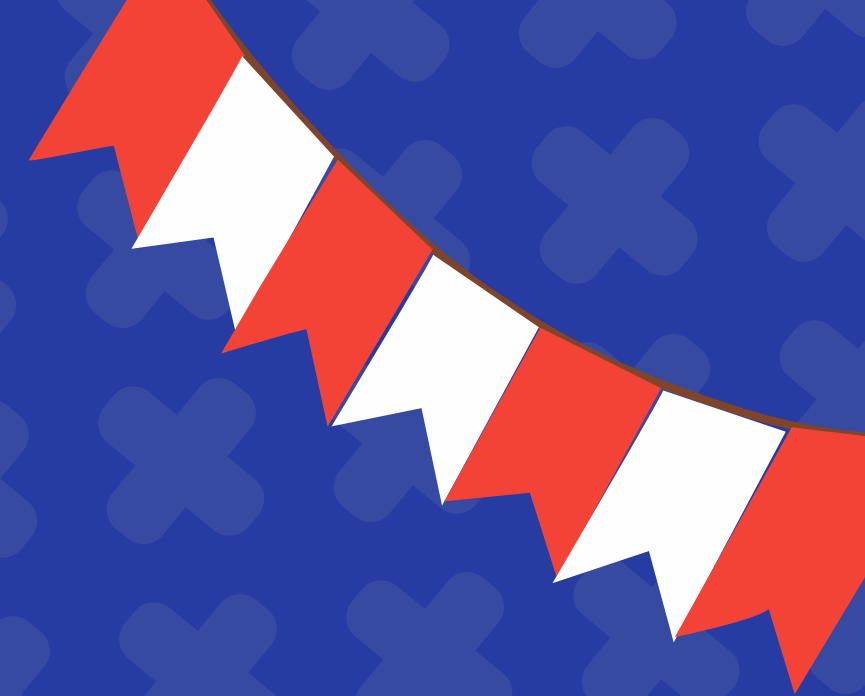
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- Making a campaign banner out of an old sheet and poster paint can be a fun and effective way to publicise your campaign.
- In both the Holloway and Aldgate Students' Union Offices we will have plenty of blank t-shirts, pens, paints, brushes, placards, sheets for banner making and other resources that you can use for free as part of your campaign. Please do use these resources and make your campaign as colourful and creative as possible!
- Banners may be hung on any of the main tower courtyard. A maximum of two banners in the courtyard per candidate please - this is so there is plenty of space for all. Banners must be limited in size and be no more than 6 feet in length or height. (180cm). Banners must be hung using cable ties or string- not tape or glue. Rules on banners are subject to change.
- We will be running Banner Making and Elections Materials Workshops on:
 - **Wednesday 21st February 2024 1:00 – 2:00pm** in Students' Union, Holloway Campus
 - **Thursday 22nd February 2024 12:00 – 1:00pm** in Students' Union, Holloway Campus



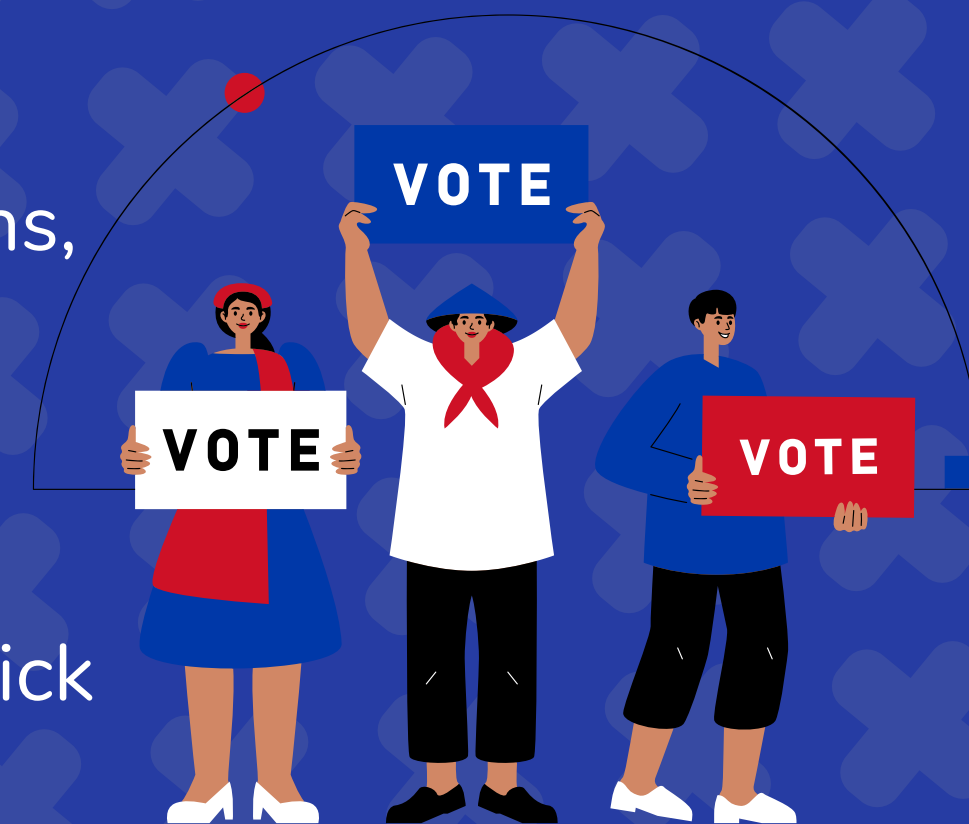


Why banners are effective?



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- **Visibility Boost:** Banners catch attention in high-traffic areas, increasing candidate visibility.
- **Message Reinforcement:** They spotlight campaign promises, making messages memorable.
- **Personal Connection:** Banners showcase personality, fostering voter connection.
- **Instant Impact:** Banners create immediate visual recognition, leaving a lasting impression on passersby.
- **Campus Dominance:** Strategically placed banners dominate campus spaces, reinforcing candidate presence.
- **Conversation Starters:** Eye-catching banners spark conversations, generating buzz around the candidate.
- **24/7 Promotion:** They work round the clock, promoting the candidate's message even when they're not physically campaigning.
- **Memorable Visuals:** Well-designed banners with vivid visuals stick in people's minds, aiding in recall during voting.





Campaigning

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WORD OF MOUTH IS
THE BEST WAY TO
GET YOUR MESSAGE
ACROSS



- 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 and Student Group 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!



The Elevator Pitch

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- An elevator pitch is a brief (think 30 seconds) way of introducing yourself, getting across a key point or two, and making a connection with someone
- It's called an elevator pitch because it takes roughly the amount of time you'd spend riding an elevator with a person
- In the context of campaigning, this is what your pitch should be to get students to vote for you
- You can use this in person when talking to students and for your 30 second video for the LMSU Instagram page

TASK:

Practice doing an elevator pitch for both in-person and virtual scenarios, as you'll be engaging with students on campus and virtually as well!

1. In person task - Turn to the person next to you and practice doing an elevator pitch for your campaign in 30 seconds!
2. Virtual scenario task - Imagine you're in a virtual room filled with passionate individuals like yourself. Picture sharing your campaign with the person on your screen, engaging them with your vision and purpose. Crafting a compelling elevator pitch that resonates through online sessions should be your goal.

Let's practice delivering impactful messages that transcend physical boundaries and captivate our audience, one click at a time.





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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 campuses in the designated areas!
- 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!



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.

And remember that not all LMU students will be on campus - social media can reach everyone!

Students vote for the candidates they know / see. 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!)

Twitter

- A great place to share memes, start a hashtag and reach a wide range of people

Tiktok

- Short snappy videos that have potential to go viral
- Jump on popular trends and relate them to your campaign

Facebook group/pages

- Excellent way to get your supporters 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.
- 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...”.
- Get your friends to repost your content e.g. your manifesto, videos, memes
- Use your friends in your campaign if they are comfortable



Accessibility

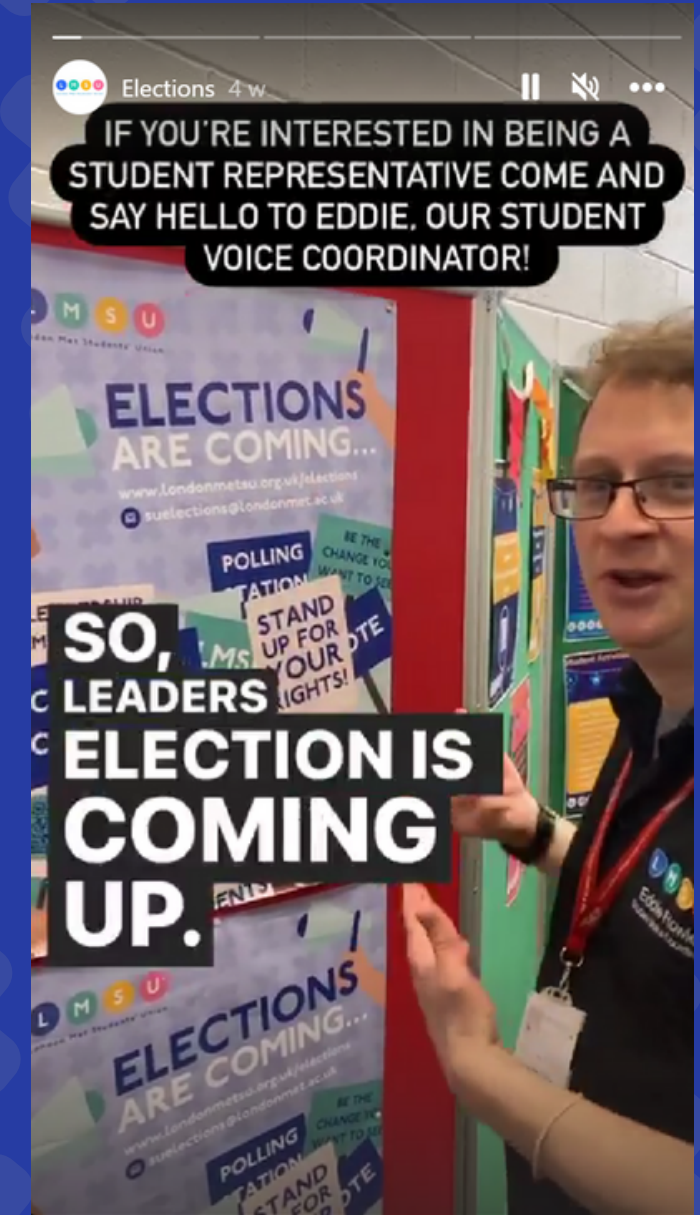
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Make sure everyone is able to engage with your content!

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

Tips:

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



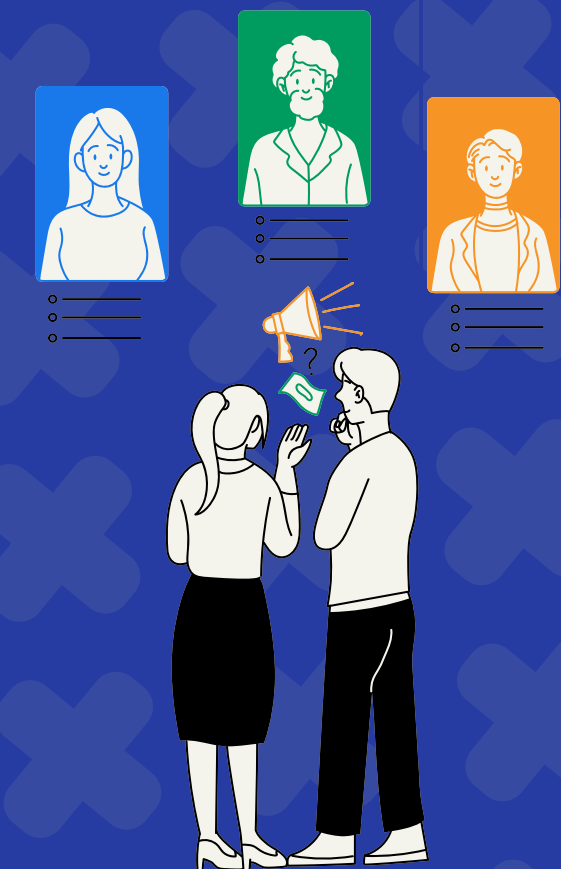


Acceptable and Unacceptable Behaviour!

We want to ensure a fair and respectful campaigning environment for the Students' Union Leaders Elections. Here are the key points regarding acceptable and unacceptable behaviour for candidates during the campaigning process.

- **Positive Engagement:** Candidates are encouraged to engage with students in a friendly and positive manner. Approach students with respect and enthusiasm, sharing your ideas and vision for the Students' Union, and actively listening to their concerns.
- **Respect for Personal Boundaries:** Candidates should respect students' personal boundaries and preferences. If a student expresses disinterest or a lack of time to vote, candidates should accept this without pressure and move on.
- **Clear Pathways:** Candidates should avoid blocking corridors or hindering the movement of students. Ensure that students can freely navigate through the campus without disruption.
- **Assistance for Device Use:** Candidates must not touch any devices belonging to other students. If a student requires assistance with devices such as phones or iPads, direct them to a member of Union staff who can provide support and guidance.
- **Respect for Voting Autonomy:** Candidates must not vote on anyone's behalf. Students should cast their own votes. If a student needs help to do so, direct them to a member of Union staff.
- **Polling Station Respect:** Campaigning in the immediate vicinity of polling stations is not allowed. Candidates should not block or crowd the entrances/exits of polling stations. Students should be able to access polling stations without interruption.

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Encouraged Positive Campaigning:

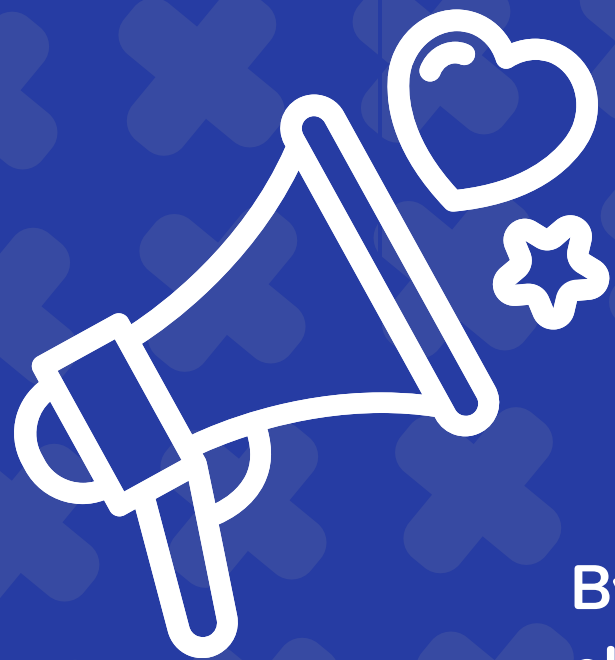
To promote a positive campaigning environment, candidates are encouraged to:

1. **Foster a Friendly Atmosphere:** Create a friendly and approachable atmosphere, welcoming students to engage in meaningful conversations about your campaign and the Students' Union's future.
2. **Engage with Respect:** Show respect to fellow candidates and their supporters, even in the face of differing opinions. Focus on the issues and ideas rather than personal attacks.
3. **Offer Constructive Solutions:** Emphasise your vision and offer constructive solutions to the issues that matter to students. Demonstrate your commitment to improving the student experience.
4. **Embrace Inclusivity:** Be inclusive and considerate of the diverse perspectives within the student body. Ensure that your campaign materials and rhetoric reflect inclusivity and diversity.
5. **Uphold Transparency:** Provide clear and honest information about your campaign and goals. Transparency builds trust among voters and fellow candidates.
6. **Respect Campaigning Timeframes:** Respect the designated campaigning timeframes and avoid campaigning outside the approved schedules to maintain fairness and order in the election process.
7. **Material Removal:** After the elections, it is your responsibility to remove all campaign materials promptly. Leave the campus clean and tidy, respecting our environment.

By following these guidelines, candidates can contribute to a respectful, fair, and engaging student union election campaign, enhancing the overall experience for students and upholding the values of our institution.

Please note: Failure to adhere to these guidelines could result in a breach of the Election Rules. Candidates who break the Election Rules may have sanctions applied, up to and including being withdrawn as a candidate

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What would you do in the following scenario if you were the RO (Returning Officer) ?

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Practice Time!

Role-playing scenarios can be really effective for you to help you prepare on how to approach students and what to do if someone is not interested.

1. Approaching Students:

- Scenario: You're at a campus event, and students are milling about. Approach someone you don't know and introduce yourself as a candidate. Engage them in conversation about your platform or campaign.
- Focus: Practice initiating conversations confidently, articulating your key points succinctly, and being approachable and relatable.

2. Dealing with Disinterest:

- Scenario: You're discussing your campaign with a student who seems disinterested or distracted. They mention they're busy and don't care about student politics.
- Focus: Learn how to gracefully acknowledge disinterest without being pushy. Try to find common ground or points of interest to engage them, or respectfully thank them for their time and move on without creating discomfort.

3. Handling Tough Questions:

- Scenario: Someone challenges a crucial aspect of your campaign or raises a controversial issue during a discussion.
- Focus: Practice staying calm, listening actively, and responding thoughtfully. Learn to address concerns or criticisms diplomatically without getting defensive.

Online Social Media Engagement:

- Scenario: You're hosting a live Q&A session on your social media platform. Participants join and start asking questions about your campaign and its goals.
- Focus: Practice managing the live chat, addressing questions promptly, and presenting your campaign in a concise and engaging manner. Also, handle potential technical issues smoothly to maintain the flow of the session.

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keep
Practicing





Self-care and Support:

It's important to take care of yourself during the campaign. We offer the following advice, support and resources:

1. **Regular Breaks:** Candidates are encouraged to take regular breaks to rest and recharge. Campaigning can be demanding, so ensure you prioritize your well-being.
2. **Support from Us:** Our staff are here to assist you. If you have questions or concerns, need guidance, or simply want to chat, feel free to approach our team.
3. **Free Hot Drinks:** Stay energised and hydrated throughout the campaign. We will have tea and coffee available for free in the Students' Union Building at Holloway and Students' Union room CMG-20 at Aldgate (when the office is open) throughout the campaigning and voting week.
4. **SU Lounge Spaces:** Utilise the Student Union lounge spaces during the week for relaxation, meetings, or a quiet moment to collect your thoughts.
5. **Free campaigning materials:** Both Students' Unions (Aldgate and Holloway) have plenty of free campaigning materials including paint, banner material, placards and blank t-shirts that you can use.
6. **Candidate expenses:** Candidates are able to reclaim up to £20 (full-time positions) or £10 (part-time positions) towards the cost of anything you spend towards your campaign subject to proof of spending. Full details can be found in the Candidate Pack

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Any Questions?

