



London Met Students' Union

CAMPAIGNING GUIDE

LEADERS



ELECTIONS



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I. INTRODUCTION

What is campaigning?

Campaigning is 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. Training on how to campaign, both in person and on-line will be provided at our **Campaigning and Social Media Training Workshop** taking place on **8th, 14th and 23rd February**.

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 a campaign facebook group or page is only permitted after 9 am on Monday 26th February. You may campaign throughout the election until voting finishes on Monday 8th March, 12 pm.

Key Workshops to help with campaigning:

The Students' Union will be running workshops and briefings to help you excel as a candidate. These workshops and briefings will provide you with not only the rules and regulations but also provide some helpful hints and tricks.

Candidate Briefings (MANDATORY FOR ALL CANDIDATES) :

These are full briefings for election candidates. All candidates must attend at least one of these events. You may attend more if you wish and this is encouraged as it will give you a chance to meet some of your fellow candidates:

- **Wed 7th February 12.00-1.20pm**
- **Tue 20th February 1.00-2.30pm**
- **Wed 21st February 5.00-6.30pm**
- **Mon 26th February 5.00-6.30pm**

Manifesto Writing Workshops (Optional):

Workshops to assist candidates in preparing your 'manifesto' - a written document that explains why students should vote for them. Candidates are encouraged to attend one of the following three sessions:

- **Friday 9th February 3.00-4.00pm**
- **Tuesday 13th February 5.00-6.00pm**
- **Wednesday 14th February 1.00-2.00pm**

Banner making / election materials workshops: (Optional)

Learn how to turn an old bed sheet and some paint into a fantastic campaign banner and collect any campaigning materials you will need. Candidates can attend either or both of the following sessions:

- **Wednesday 21st February 1-2pm in the Students' Union Building, Holloway**
- **Thursday 22nd February 12-1pm in the Students' Union Building, Holloway**

Campaigning and Social Media Workshops (MANDATORY FOR ALL CANDIDATES):

It is mandatory for all candidates to attend a Campaigning and Social Media workshop. These sessions will explain how, when and where you can campaign, the expected behaviours and rules and regulations around campaigning and provide lots of useful hints and tips on how to campaign effectively both in-person and via social media. Candidates need only attend one of the three sessions below as they are all the same. Supporters of candidates are welcome too:

- **Thursday 8th February 1-2.30pm**
- **Wednesday 14th February 5-6.30pm**
- **Friday 23rd February 1.00-2.30pm**

Briefing for re-running officers (MANDATORY FOR ALL RE-RUNNING OFFICERS):

Any current full-time or part-time officer who are running for re-election are also required to attend a formal briefing to explain some additional rules and regulations that apply to ensure fairness for all candidates. All re-running candidates must attend the following session:

Thursday 15th February 2024 12-1pm

Candidate Question Time: Full-time candidates (MANDATORY FOR ALL FULL-TIME and PART-TIME OFFICER POSITION CANDIDATES):

All candidates are required to attend this event where students will be invited to and requested to attend this event. It provides an opportunity for candidates to make a short speech, take questions from students and debate relevant issues with fellow candidates. The event will be filmed and made available online to students so as many students as possible can hear what our fantastic candidates have to say. Attendance is mandatory for candidates
Tuesday 27th February 5.30-7.30pm (candidates to arrive at 5pm)

Results Ceremony (MANDATORY FOR ALL CANDIDATES):

All election candidates are expected to attend Results Night, where the outcome of voting will be declared, and the winning candidates announced. The event starts at 5.30pm with results announced at approximately 6pm on the final day of voting in the Students' Union Holloway:

Friday 8th March 2024 5.30pm onwards, Students' Union Holloway (Results announced around 6pm)



2. OPPORTUNITIES TO PROMOTE YOURSELVES

Campaigning is all about promoting yourselves, your passion, your manifestos and ultimately getting students to vote for you. The Students' Union provides multiple occasions for candidates to promote themselves during the campaigning period. There are also opportunities where you can take initiative and showcase what you have to offer as a candidate. This section of the Campaigning Guide is dedicated to outlining all of these possibilities!

Candidate Question Times (Hustings)

These are Live Q&A events for candidates and voters at the Holloway campus on 27th February. These events are great opportunities to campaign and promote your manifestos and passion!

Candidate Video

You are encouraged to create a short (30 seconds) video of yourself and upload it onto YouTube. More information about how to do this is given 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.

Candidates use of LMSU official social media

We are providing the opportunity for candidates to send a 30 second video that will be uploaded to the @londonmetSU Instagram stories during the week of voting (4th-8th March, 2024). There will be specific guidelines provided to candidates on formatting, for the candidate social media takeover. Please email your videos to communications.su@londonmet.ac.uk, by 5 pm on 28th February, 2024. We will ensure equality of opportunity for this provision for all candidates.

Poster and leaflets: red/green/yellow display boards

Posters and leaflets can be useful in creating awareness of the election, your candidature and 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. They should be mindful not to litter or waste paper or fix posters to any unsuitable surfaces such as walls or doors.

The Students' Union will provide large, free-standing red/green display boards 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
- Tower Building: Large A0 poster frame between lobby and lifts Tower Building: Junction cafe on 1st floor
- Tower building: Blue Met Lounge cafe on ground floor Students' Union building, Holloway Campus
- The Rocket Bar, Holloway Campus These are clearly labelled

Aldgate:

- Calcutta House: Lobby
- Caluctta House: first floor
- Goulston Street: Lobby
- Goulston Street: 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.

The Students' Union is currently negotiating with the university for further spaces where candidates may display their posters. We will keep candidates updated by email on this!

Posters and leaflets: please add two logos (important)

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 2023 which is part of the Information for Candidates.

Posters and leaflets: content and design

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

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. **Top tips for posters/leaflets:**

- 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

Lecture 'shout-outs'

Classes and lecturers 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 must 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 or after a class, rather than during, may also be a good idea. This way you are not interrupting the class itself. **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 in which classrooms and lecture theatres

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. Once campaigning starts (on Friday 13th March at 12:30pm) fabric paint and other banner making material will be available in the Students' Unions at Holloway and Aldgate.

Students can hang banners in the various railings in the Tower Courtyard for the duration of the campaigning and voting.

The Communications and Marketing Coordinator, will be running Banner Making and Elections Materials Workshops on:

- **Wednesday 21st February 1.00-2.00pm in Students' Union, Holloway Campus**
- **Thursday 22nd February 12.00-1.00pm in Students' Union, Holloway Campus**

Please make sure to attend.

Social Media Take-over:

During Voting week, we are providing the opportunity for candidates to send a 30 second video that will be uploaded to the @londonmetSU Instagram stories between 4th-8th March. This video is an opportunity to give your elevator pitch as to why students should vote for you (read more about the elevator pitch on slide 20 of Campaigning and Social Media Training PPT. If you do not want to or do not feel comfortable submitting a short video, you are welcome to submit your campaign poster in its place.

The deadline for the submission will be **Tuesday 27th February at 5pm.** For more information please check [Information for Candidates](#) page.

Guidelines for Candidate 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.

Tips for Candidate Video:

- **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.

Importance of Social Media:

It can make or break your campaign!

Fun, active, creative, sustainable and positive campaigning is how candidates get people to vote for them. Remember that not all LMU students will be on campus - social media can reach everyone!

Students vote for the candidates they know or see. Virtual visibility is key, and you will need to plan your campaign accordingly.

Don't forget that students also vote for the candidates with the best ideas and policies, so do your research.

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.

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 the next section 'Campaigning Hints and Tips'.



3. CAMPAIGNING HINTS AND TIPS

This section contains some helpful hints and tips for campaigning from the full-time LMSU staff team. Some of our staff members have been SU Leaders before, some have worked with students and officers for many years. We believe sharing is caring and are happy to provide some insider knowledge to help you boost your campaigning skills!

Here are our top campaigning hints and tips:

- **Get a campaigning team to help you - don't do it all yourself!** Ask some of your friends, family, course mates, or housemates to aid you by helping design flyers or practice public speaking with you
- If you are nervous to talk to new people, **make friends with other candidates and campaign together**
- **BE YOURSELF!** You are running because you have a passion for change and care about your fellow student community. **Show off your personality** and stand out from everyone else
- **Email your lecturers and ask if you can do lecture shout outs.** This is a great way to reach your fellow students.
- **Be mindful of the environment** - you do not need to print off hundreds of leaflets/posters, **online campaigning e.g. social media** is also an amazing way to reach wider groups of students.
- **Engage with the workshops** the SU is putting on for you - they are there to help you!

Acceptable and Unacceptable Behaviour for Candidates

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 must 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 must not block or crowd the entrances/exits of polling stations. Students must be able to access polling stations without interruption.

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.

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

By taking care of yourself and utilising the support and resources available, you can ensure a successful and healthy campaign. We wish all candidates the best of luck in the elections!



4. VOTING INFORMATION

Who can Vote?

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

When and how do Students Vote? Online and Polling Stations

Voting is open from Monday 4th March 9.00am to Friday 8th March 12.00pm. Students can vote by logging on to: [Elections page](#) of LMSU website

Polling stations are areas where students can physically cast their votes. They will be open daily during voting.

- **Holloway Polling station: Blue Met Lounge - Blue Zone - near coffee kiosk 10.30am-4pm (Monday to Friday)**
- **Aldgate Polling station: The Atrium, near the Cafe 11am-2pm (Monday to Thursday) and 11am-12pm (Friday)**

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, please encourage them to contact the elections team via suelections@londonmet.ac.uk

5. COMPLAINTS, SPENDING AND EXPENSES

Complaints

If you are not happy with an aspect of the election process or an election candidate/supporter, you should endeavor to resolve the matter information if you can. If you wish to make a formal complaint, you must fill in the Elections Complaints Form, which can be found on the [Elections page](#).

Complaints should be made promptly, within 24 hours of the action that is being complained about via the correct complaints form and by the deadline of 4:00pm Friday 8th March 2024. You also need to make it clear which election rule you feel has been broken and provide any evidence you may have. If the complaint is regarding the counting of the vote, this must be received within 24 hours of the declaration of results. The elections team and the Returning Officer will then investigate the matter and if necessary, make a ruling. . The elections team and the Returning Officer will then investigate the matter and if necessary make a ruling. Please provide any evidence you may have to back up your complaint and send this via emails with your complaints form.

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

Candidates spending and expenses

Full-time Officer candidates (including President) 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.

Candidates for all other positions 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 your election material, you will need to provide proof of your printing in order to claim back the money. This could be done by providing:

- A receipt or photo of a 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.

Remember, the cost of printing needs to come out of your £40 or £30 allowance as described above. Some candidates may choose to print material at a high-street or online printers. You may claim this back in the same way as long as you provide proof of the purchase e.g. a receipt or email or screen shot receipt.

Current full-time officers who are candidates will have special printing arrangements made. This is because full-time officers do not have student ID cards and the associated printing facilities. Relevant candidates will be informed of this by email.

END OF CAMPAIGNING GUIDE