

## Further Guidance on Online Campaigning

### Online Campaigning

- You may prefer to campaign online, or do a mix of online and in-person campaigning –and that's absolutely okay!

#### **Online**

- Upload a written statement, campaign photo and/or campaign poster on the Guild website
- Social media –Facebook, Instagram, TikTok, Weibo, Twitter, Discord, LinkedIn etc...
- Post in Facebook Groups

For all of the above, you can also use memes, videos, campaign photos, GIFs, etc.

#### **What Does a Great Online Campaign Need?**

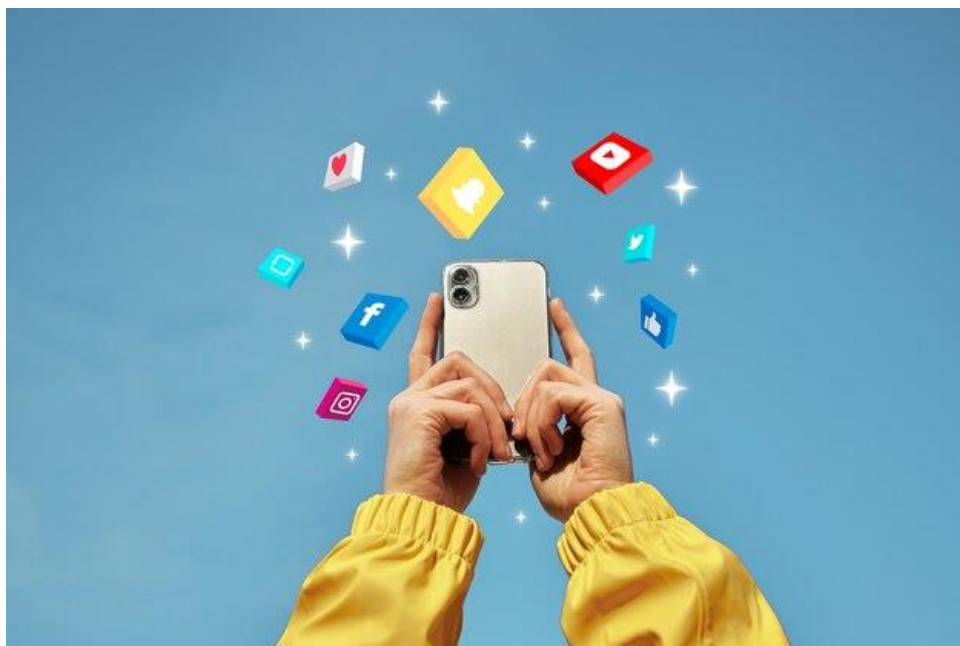
- A plan (e.g. comms/social media plan) –including key messages and how you will communicate to students about it (this plan may be part of your overall campaign plan)
- Having an online presence is important –equally, do not spam social media!
- Posting engaging and consistent content
- Reaching out to a variety of students (if applicable)
- Receiving support from other students (i.e. a campaign team)

## Social Media

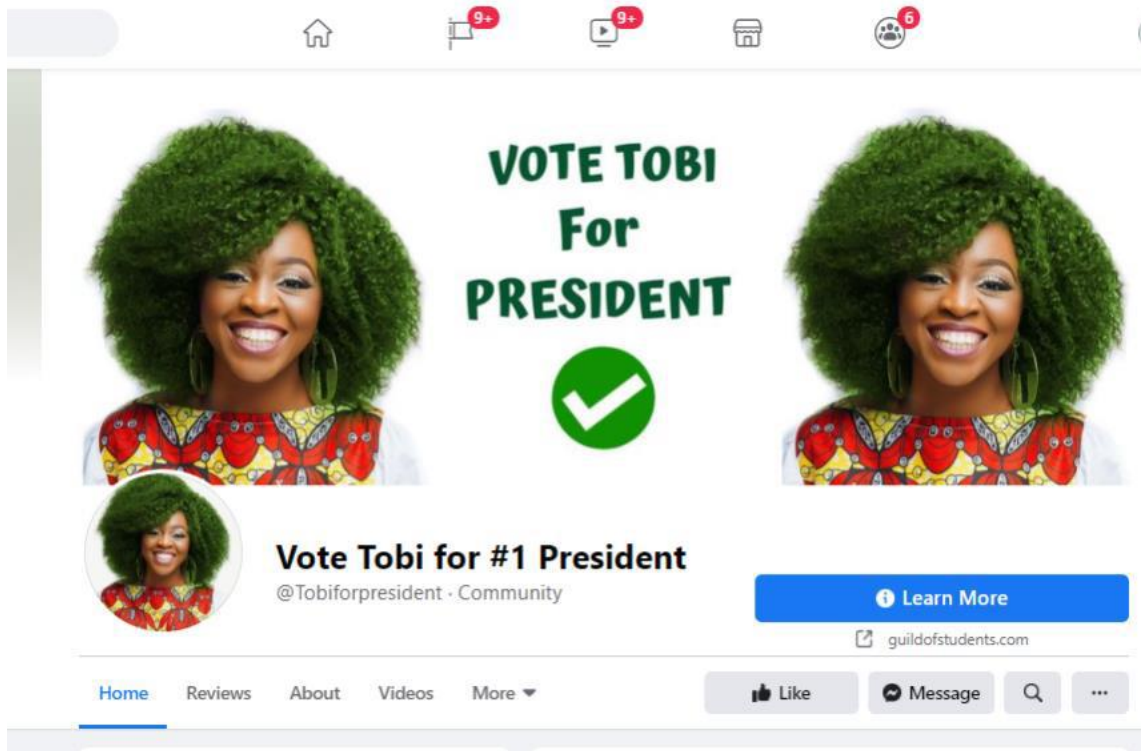
- There are lots of social media websites that you can use for an online campaign
- You may want to create a separate page/channel for your campaign
- You may want to create a comms/social media plan
- On your social media pages/accounts, you can include a written statement, campaign photos, a digital campaign poster, videos, memes etc–the list can go on, and you can be as creative as you like!
- You can also post in Facebook groups etc–there are do's and don't's for this however, which we will provide more information about –a list of Facebook pages can be found later in this document.

Social Media - You can post on:

- [Student Association](#) Instagram account
- Social and sports societies groups



### Example Social Media Campaign Page



### Other Social Media Guidance Videos

- [How to build an audience on Twitter](#)
- [How to use Instagram insights in 2022](#)
- [TikTok Audience Insights](#)

## Candidate Photos

- Along with a written statement, you must submit a candidate photo. • Your photo doesn't have to be a professional photo –it can be a fun photo and/or selfie
- You can be dressed in a costume, you could wear a mask, you could be dressed in traditional dress, your photo could be a headshot, you could be doing a dance move –you can basically be as creative as you would like to be with your photo!
- If you don't prefer to submit a photo of yourself, you can submit a meme, drawing, avatar or something similar instead.
- The next slide shows some examples of what previous year candidates have submitted.

## Digital Campaign Posters

You may want to think about:

- Campaign colours
- Character
- Catch phrase(s)
- Gimmicks

Free tools & resources you can use:

We would recommend using Canva for creating digital posters –it's free, easily accessible, and really easy to use!

**Example Digital Campaign Posters**

## Re-Elect **OLD JOJO** for International Officer

Representing International Students and UoB Students on a year abroad

- Global Community Bong: Living the Brum Life!**
  - IKEA trip at beginning of terms
  - University-led housing guarantor scheme
  - More international student socials
  - International Alumni Network - mentoring scheme
- Serious Bong!**
  - Improve mental health support - culturally sensitive approach
  - More support for students going on a year abroad
  - On campus international careers/ further studies fair
  - Reduce international fee for year abroad/ year in industry
- Fun Events Bong!**
  - Continue One World Festival
  - Celebrate cultural festivals with cultural societies
  - Continue global music rooms at Fab N Fresh



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University of Birmingham  
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 @OLDJOJOUOB  @OLDJOJO HOME STUDENTS CAN VOTE TOO!

## VOTE RYAN 'GINGERBREAD MAN' GINGER #1 FOR AEO

- ACTIVITIES**  
INCREASED PROMOTION OF SOCIETIES - COMMITTEE SUPPORT GROUP - STUDENT GROUP ONLINE FORM SUBMISSION - IMPROVING SOCIETIES NIGHT - MEDIA GROUP FORUM.
- EMPLOYABILITY**  
BETTER INDUSTRY SPECIFIC CAREER FAIRS AND TALKS - NEW WOMEN IN LEADERSHIP EVENT - LOCKERS FOR STUDENT STAFF - VOLUNTEERING RECOGNITION AWARD.
- OFFICER**  
FORTNIGHTLY UPDATES ON WHAT I HAVE BEEN UP TO - CHOOSE YOUR GRABBALL ACTS - CONSULTATION ON STUDENT GROUP POLICY CHANGES - NEW JOES DRINKS DEALS (WINE WEDNESDAY)!



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**RUN RUN AS FAST AS YOU CAN, VOTE FOR ME I'M THE GINGERBREAD MAN!**

Example Digital Campaign Posters

**VOTE AFROZE**  
For Education Officer!



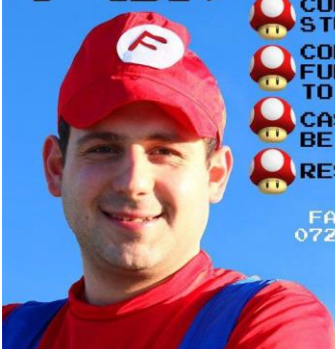

Afroze Zaidi-Jivraj is a mature, part-time postgraduate student who is committed to bringing about real, lasting change for all sections of the student body.

Facebook: Afroze for Education  
Twitter: @Afroze4Education

- \* CLOSING THE ATTAINMENT GAP \***  
Actively working to achieve greater Guild and University support for students from BME and lower-income backgrounds.
- \* FREE EDUCATION \***  
Campaigning against the marketisation of Higher Education and working towards free education for all.
- \* SUPPORTING PARENTS & CARERS \***  
Ensuring better accommodation of the unique needs of postgraduate and mature students, particularly parents and carers.

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**SUPER FABIO** FOR REPRESENTATION AND RESOURCES OFFICER

- COMMUNICATION:** IMPROVE CHANNELS BETWEEN STUDENTS AND OFFICERS.
- CONTINUITY:** ENSURE EFFECTIVE FUNCTIONALITY WITH NEW SYSTEMS COMING IN TO FORCE.
- CASH:** EXPAND AND CHANGE JOE'S CARD TO BE BETTER AT SAVING YOU MONEY.
- RESCUE PRINCESS PEACH!!**

FABIO 072100 ❤️ x3

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**MR. STRONG**  
FOR WELFARE OFFICER




- Mental health campaigning
- Sexual health testing on campus
- Empowering liberation groups
- Supporting vulnerable students

VOTE ROSS STRONG

f t YouTube /VoteStrong2015 guildofstudents

Using videos is an excellent way of varying content on your campaign pages & helping your content to be engaging

You may want to:

- Introduce who you are
- Talk about your campaign
- Create a music video with a song –the song could be a song that already exists, or you could make up your own song



### Example Video

[You can watch an example of a candidate campaign video from an election in a previous year, here](#)

## Things to Consider

It's ideal that your campaign, and any content that you create for your campaign is inclusive and/or accessible.

For example, you could:

- Make your social media, campaign posters and videos accessible for students with different types of disabilities (e.g. using subtitles in videos, using alternative text for pictures –see the next slide)
- Talk to a variety of students on social media about your campaign (see the next slide)

## Other Advice –Student Groups You Can Talk To

- Mature Students
- Disabled Students
- International Students
- Commuter Students
- International Students
- Postgraduate Students

Many of these student groups feel that candidates don't talk to them during elections –although you may reach out to students with common interests, it's also important to talk to a wide range of students during campaigning!

## Other Advice

Plan where and when you will post on social media

Ensure you take care of yourself and take plenty of rest from social media!

## Most Importantly:

**Regardless of if you are elected or not elected, you will develop lots of skills, experience and knowledge that will be really useful for other opportunities in the Students' Association and outside of the Students' Association. If you're not elected, there's still lots of other opportunities to get involved in the Students' Association and Guild!**

**Thank you for reading and GOOD LUCK!**