



AberSU

SU Elections: Information Sessions

How to Run a Successful Elections Campaign



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- Planning
- Publicity
- Voting Week



“ We are the
change and the
change is
coming.”

Greta Thunberg

Introductions

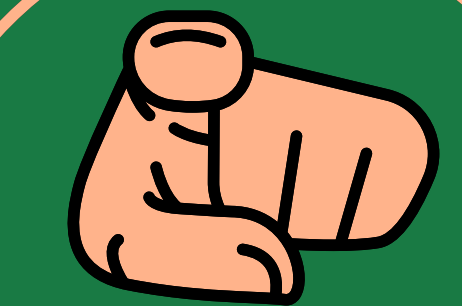
- **What is your name?**
- **What is your involvement with the Students' Union currently?**
- **Why did you choose to attend today?**
- **What would you like to get from today?**



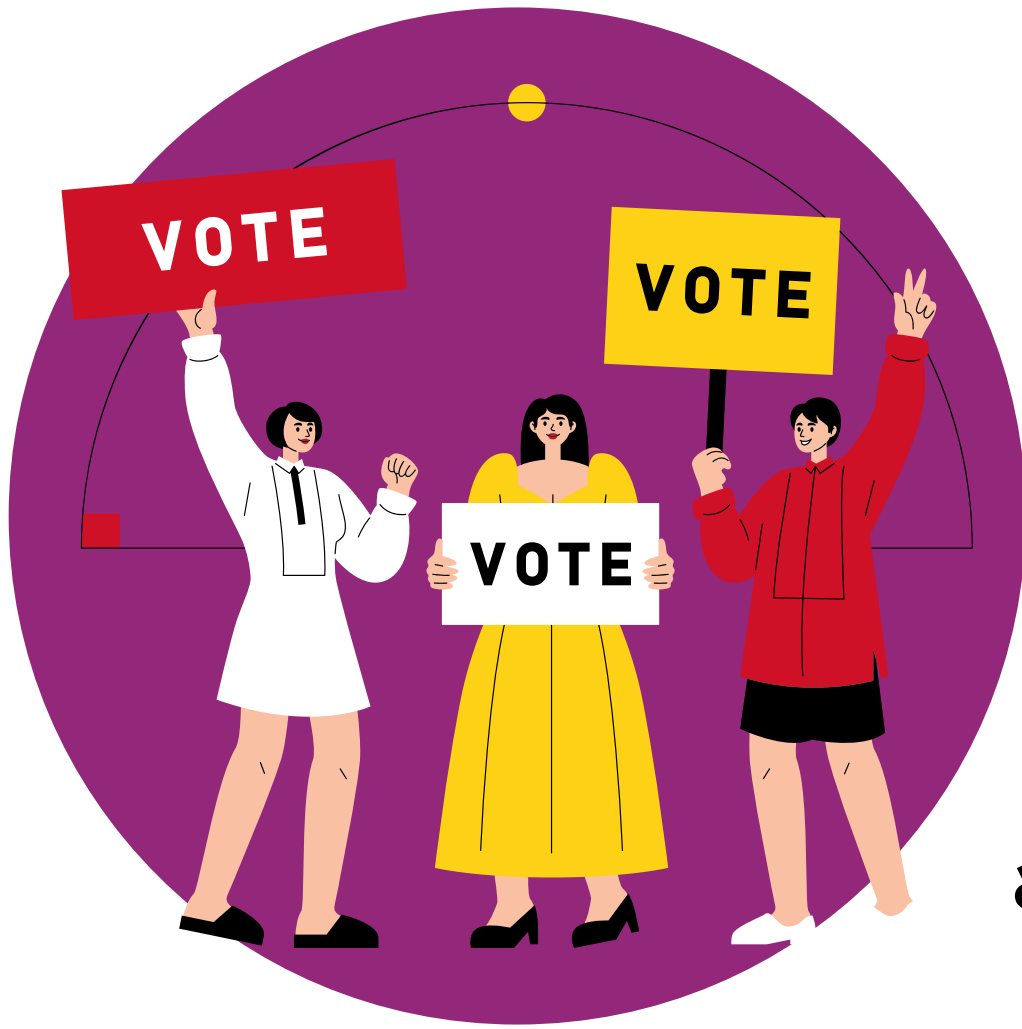
What is a campaign?

According the NCVO 'Campaigning is about creating a change. You might call it influencing, voice, advocacy or campaigning, but all these activities are about creating change.' Importantly it differs from 'raising awareness' because it has a tangible impact.

An election campaign is the period of time immediately before an election when politicians try to persuade people to vote for them



**IT STARTS
WITH YOU**



Planning



Writing your priorities

This is where you create a clear manifesto of what you want to do.



CHECKLIST



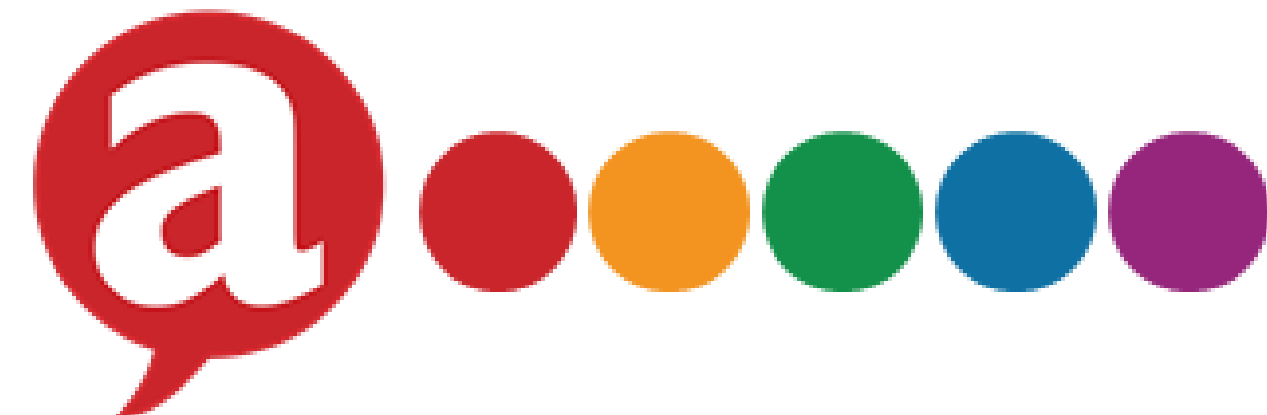
Something you care about



**Something that
students care about**



Achievable



Why does the Union not ask for manifestos?

Knowing who to target

Some people are going to vote for you no matter what - like your friends.

Some people are never going to vote for you - dont waste your time targeting the people who might vote for you, get them to understand why you are running. These are the people to spend most of your time on.



Your Slogan

Your slogan should be catchy - it will be the first thing people see on the voting page








You can either make it funny and catchy or use it to sum up your policies.



Swyddog Cyfleoedd Myfyrwyr | Student Opportunities Officer (Full-Time)

ro'n ymgaiswyr ied yn rhestru eich dewis gydag 1 yn eich dewis cyntaf. Cliciwch ar y blwch ar y dde o'r opsiwn i ddewis eu trefn.
Unwaith y byddwch wedi dewis eich ymgaiswyr, cliciwch ar y botwm cam nesaf ar waelod y dudalen.

Please rank the candidates below in order of preference with 1 being your first choice. Please click on the box on the right of the option to select their ranking.
Once you have selected your candidates please click on the next step button at the bottom of the page.

	Sayantan Patra <ul style="list-style-type: none">• Pleidlaiswch drosaf!, byddaf yn rhoi cyfleoedd i chi dyfu.• Vote for me, it give you opportunities to grow	Pam bleidlaisio i mi? Why vote for me?	<input type="text"/>
	Steffan Huw Jones <ul style="list-style-type: none">• Byddai pleidlais i mi'n bleidlais dros eidd cyfleoedd myfyrwyr ar ben rhestr flaenoriaethau'r Brifysgol.• A vote for me would be a vote to put student opportunities as the Universities top priority.	Pam bleidlaisio i mi? Why vote for me?	<input type="text"/>
	Jessica Williams <ul style="list-style-type: none">• Mae grwpiau dan arweiniad myfyrwyr wedi bod yn uchafbwynt fy mhroffid yma yn Aber. Dwi am sicrhau bod eich undeb yn darparu'r gorau.• Student-led groups have been the pinnacle highlight of my Aber experience. I want to ensure your union provides the best.	Pam bleidlaisio i mi? Why vote for me?	<input type="text"/>
	Isabel Grace Anderson		<input type="text"/>
	Claran Campbell <ul style="list-style-type: none">• Dym pleidlais i Campbell ddim yn gambl• Don't Gamble vote for Campbell	Pam bleidlaisio i mi? Why vote for me?	<input type="text"/>
	Grant Coleman <ul style="list-style-type: none">• Ymroddedig i fyfyrwyr, wedi ymrwymo i gynydd a newid. Pleidlaiswch dros Grant.• Committed to students, dedicated to progress and change. Vote Grant.	Pam bleidlaisio i mi? Why vote for me?	<input type="text"/>
	Allagored Enwebladau Re-Open Nominations		<input type="text"/>

Ymatal | Abstain ☐

[Return to Contexts](#) [Skip Context](#) [Next step](#)

Additional Information for Steffan Huw Jones

Ro'n i lywydd cwrwysgwr a chymdeithas, dwi'n argwylt ymgynhyrddu a roddir i fyfyrwyr. Dwi wedi gweld yr Undeb yn gweithredu galed i ddarparu cymaint ag y gall ei wneud, ond mae'n ymddangos eu bod wedi'u lyffeithro gan brinder buddsoddiad ar ddyfodol a roddir i gyfleoedd myfyrwyr gan y Brifysgol. Dy miwf amau ar gyfer y Brifysgol fyddai cael y Brifysgol i ymateb i rai o'r cwestiynau anodd ymgynhyrddu a chyfleoedd myfyrwyr, megis cyfleoeddau sy'n dilyn ar ymddiriedolaeth a wnaethon i'r ddyfodol cyfleoedd myfyrwyr yn y gobath y gallu sicrhau ymrwymiad i gyfleoedd myfyrwyr ar y dyfodol.

Yn eiddo i hyn, dwi am barhau i adeiladu ar y gwaith caled sydd wedi'i wneud eleni i gyd-drafod prif y Cerdyn Sport. Dwi hefyd am sicrhau na chaffi unrhyw weithgareddau academaidd, fel seminarau ac achlyddiau iymor eu treffu ar ddydd Mercher, ar mwyd caniatu i bobl nid yn unig gystadlu yn BUCS a chymryddu'r Brifysgol, ond hefyd fel gall bobl gyfarwng yn yr amrywiol eang o gymdeithasau, cyfleoedd gwirfoddoli a chwaraeon sydd gan yr Undeb i'w cynnig.

Byddai pleidlais i mi'n bleidlais dros eidd cyfleoedd myfyrwyr ar ben rhestr flaenoriaethau'r Brifysgol.

As a president of both a sports club and a society I am passionate about the opportunities given to students. I have seen the SOU work hard to provide as much as they can but it appears they are hamstrung by lack of investment and attention given to student opportunities by the University. My main objective for the year would be to get the university to respond to some of the difficult questions about student opportunities such as the deteriorating facilities and seeming lacklustre efforts at representing student opportunities. In hope, to secure future commitment to funding opportunities.

On top of this I'd like to continue to build on the hard work done this year to negotiate the price of the Sporty Card. Also I'd like to see that no essential academic scheduled or unscheduled activities such as seminars and term examinations are allowed to be on Wednesdays to allow not only for people to compete in BUCS and represent the University but for people to partake in the wide variety of societies, volunteering options and sports that the Union has to offer.

A vote for me would be a vote to put student opportunities as the Universities top priority.

[Close](#)

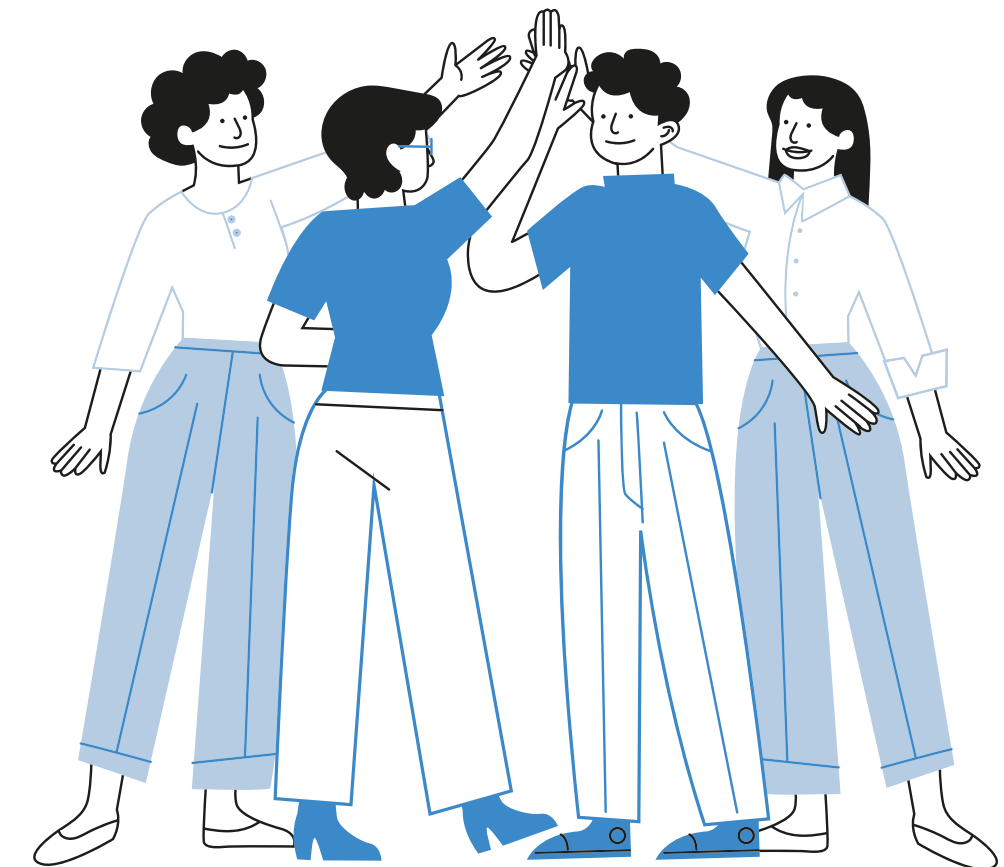
Campaign Team

Their role:

- **Support you in whatever you need.**
- **Share your content.**
- **Tell people about you.**
- **Represent you.**
- **Allow you time to relax (maybe organise something nice to do after election results)**

Having a campaigns team will make your election process so much nicer.

Have 2-5 people on your campaigns team.



Campaign Team

**Ask your friends and anyone you think is influenced in the student community.
Make sure these are people you trust.**

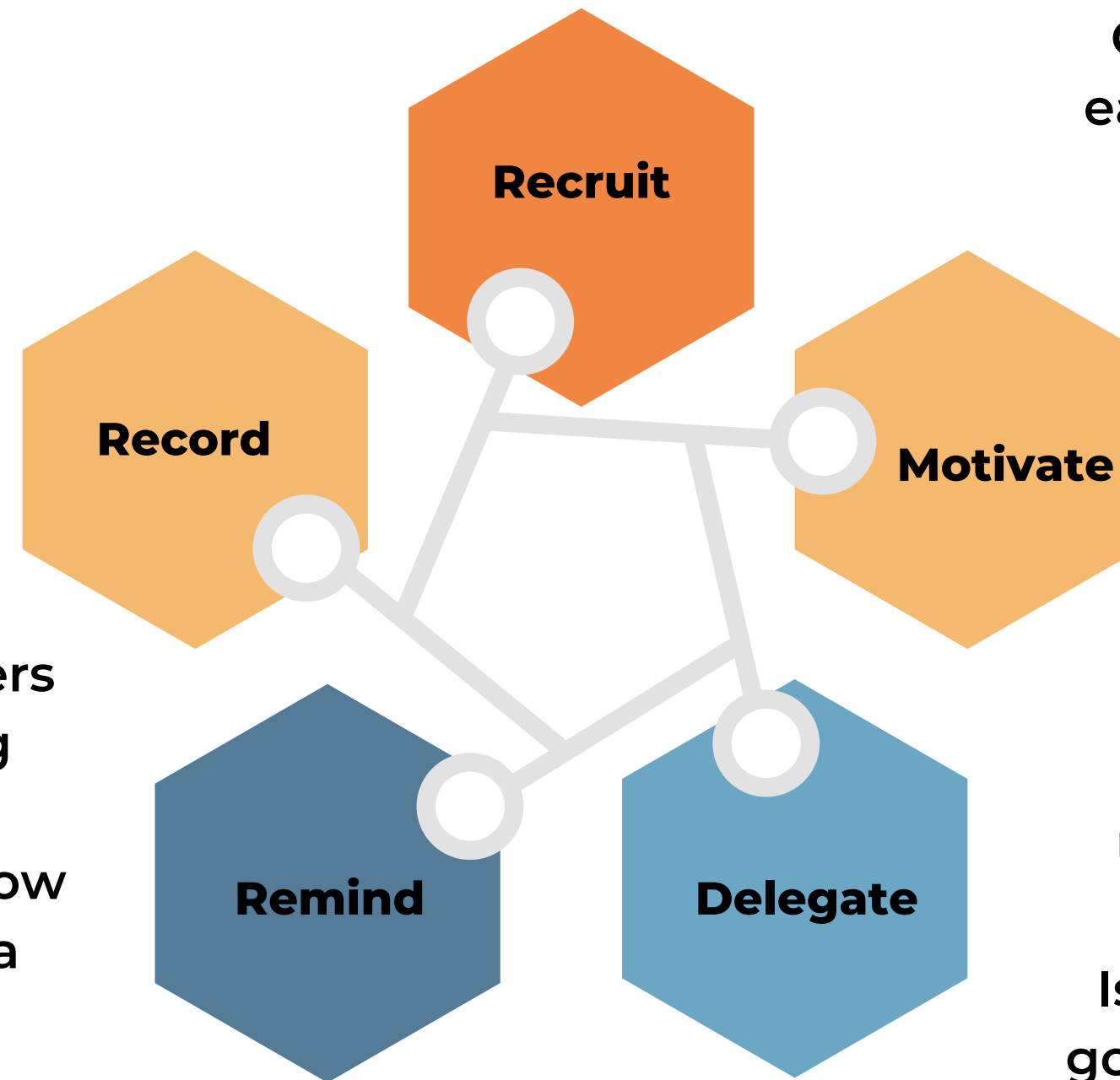
**Take a note of who has agreed to do what and when.
How about a shared Googledoc?**

**Even your most reliable team members might forget that Saturday morning meeting.
Continuous communication is key - how about a shared outlook calendar or a Facebook group?**

Create achievable targets, encourage each other and celebrate the successes along the way.

- **Organise catch ups**
- **Give shoutouts to team members who have worked especially hard.**

**Use the skills and experience of your specific team members.
Is someone studying maths and really good at Excel or is someone else a social media wizard?**



Publicity





Election campaign ideas:

- **Wearing T-shirts with your name and the role you're running for.**
- **Posters to go around the Union (bilingual)**
- **Fun Videos.**
- **Stalls on Campus.**
- **Social Media accounts.**
- **Speaking to students out and about.**
- **Get your name out there.**
- **Get involved in Union activities (quiz the candidates).**
- **Make announcements in lectures and seminars**
- **Go and speak to club and societies when they are meeting.**



**BE LOUD, PROUD AND TAKE UP AS MUCH SPACE
AS YOU LIKE!**



Posters

- **Keep your posters simple - don't overload them**
- **Make them bilingual**
- **keep to the same colour theme**
- **include your slogan**





Social Media



Social media is a great way to reach people and spread your campaign.

Remember likes don't necessarily mean votes!



- **Create a brand identity (use the same colours)**
- **Don't use things that other candidates may not have access to.**
- **Canva is a great free tool to make any campaign material**



Key things to be saying and posting on social media

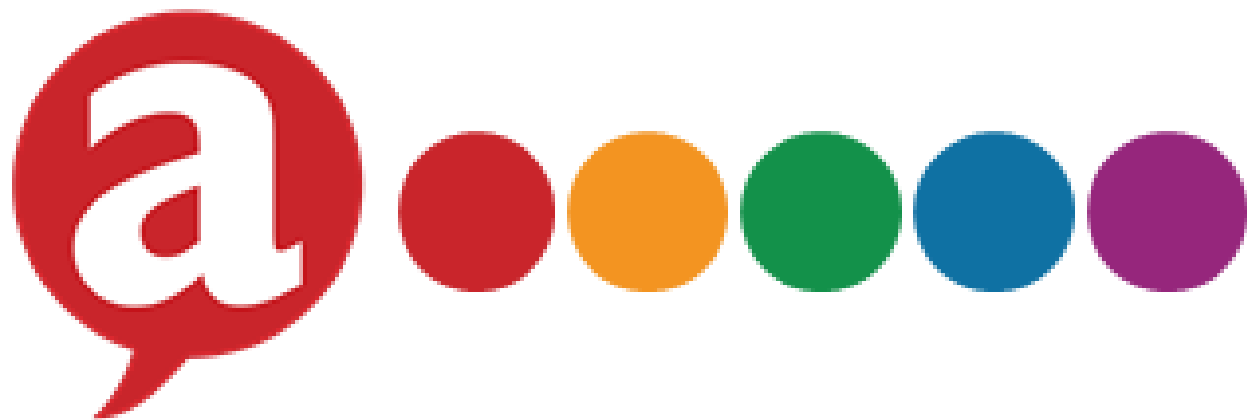
Your name, the position.

To vote you #1.

If not, then #2.

Where and how they can vote.

The dates.



Speaking to Students

YOUR 1 MINUTE ELEVATOR PITCH TO STUDENTS

ANGER: Is there something you think needs to change or the that the union should be doing?

HOPE: Explain how things could improve

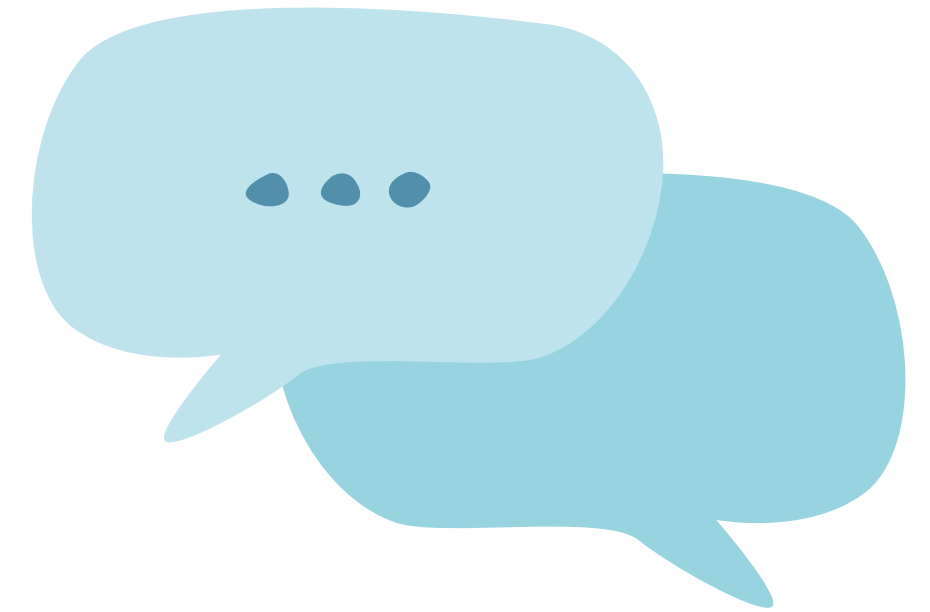
ACTION: "If you vote for me I will do my best to make this change".



Remember to ask what students want to see changed. You may get someone on your side by saying you will look into making what they want happen.



Speaking to Students Top Tips



- **Approach nicely and ask if they feel comfortable talking to you.**
- **Be friendly and approachable.**
- **Go to them, don't wait for them to come to you.**
- **If they don't want to talk that is okay, it isn't personal.**
- **Make sure to actively listen to them.**
- **Ask open questions.**
-





Clubs and Societies

We have 82 societies and 44 clubs at the Union - make use of them!

Go and speak to these groups. Either attend their meetings or come along to one of their practices or socials. Make sure to ask and arrange the best time before turning up.

You can ask for Endorsements but the group need to be able to prove that they have done a group vote, and can prove they are supporting you as a candidate and not as a friend. If this is not done currently, it can potentially get yourself and the group in trouble so many clubs and societies will not do this.



Collaboration

You can collaborate with other people running in elections. It can show support and friendliness for each other which people like to see.

You can also run together and say "we would work together well if we were both elected" etc.

In Covid Year election, this is what some of the Officers did while running.

INTRODUCING
/YN CYFLWYNO

SOME OF YOUR

*Election
Candidates 2021*

EICH YMGEISWYR
AR GYFER ETHOLIADAU'R
UNDEB 2021

Having an Assessable Campaign

When you're making elections content, it's important to make sure that everyone's able to engage with it. Different kinds of content are better for different people so making sure you produce a variety of materials can be helpful. There are also a few simple things you can do to improve your campaign:

- **Online, make sure every image has alt-text, and any content in images is also included in plain text in a description or link.**
- **Caption any videos you put out so that subtitles are available**
- **Choose your colours carefully, so that text always has a high enough contrast from its background and isn't confusing for colour blind people**
- **Making your material accessible is a responsibility we all have, but it's also smart campaigning – why hide your campaign materials from potential voters?**

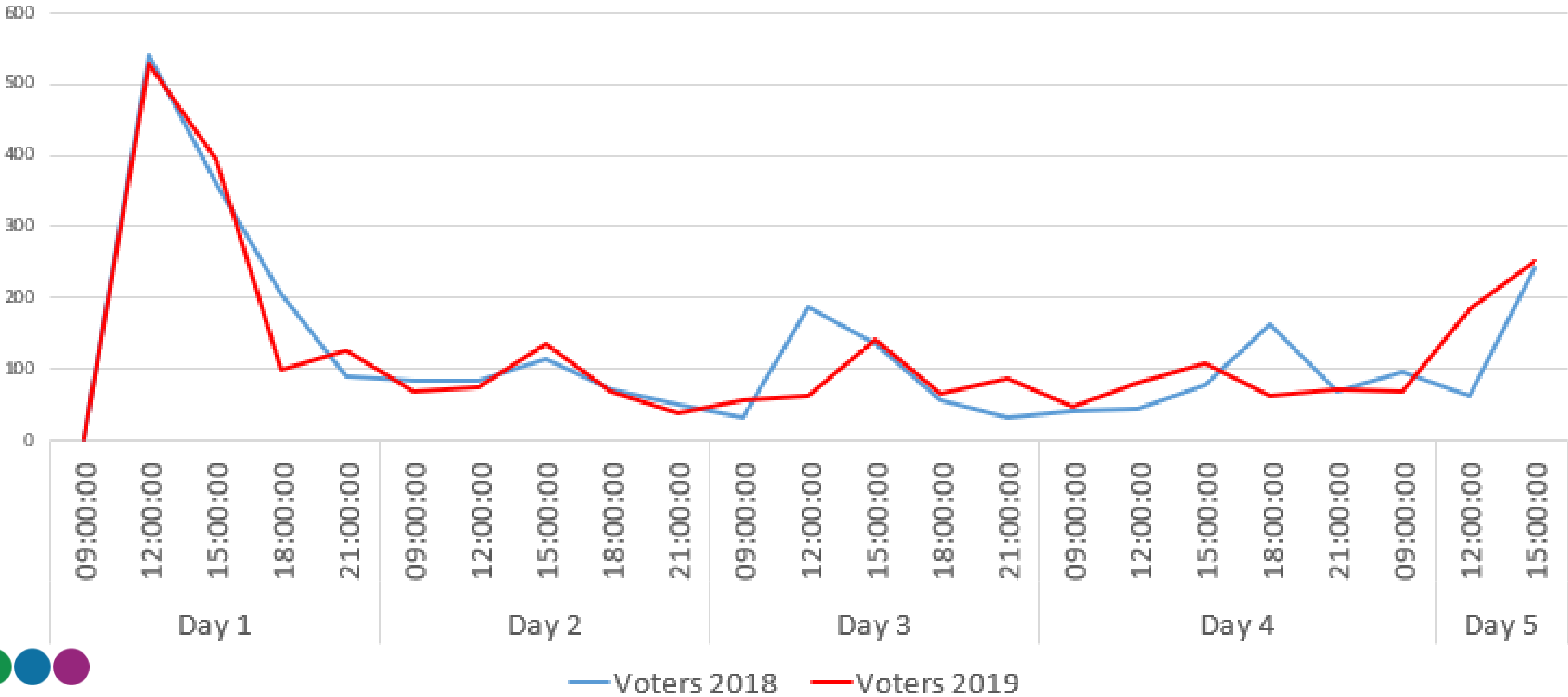


Voting Week

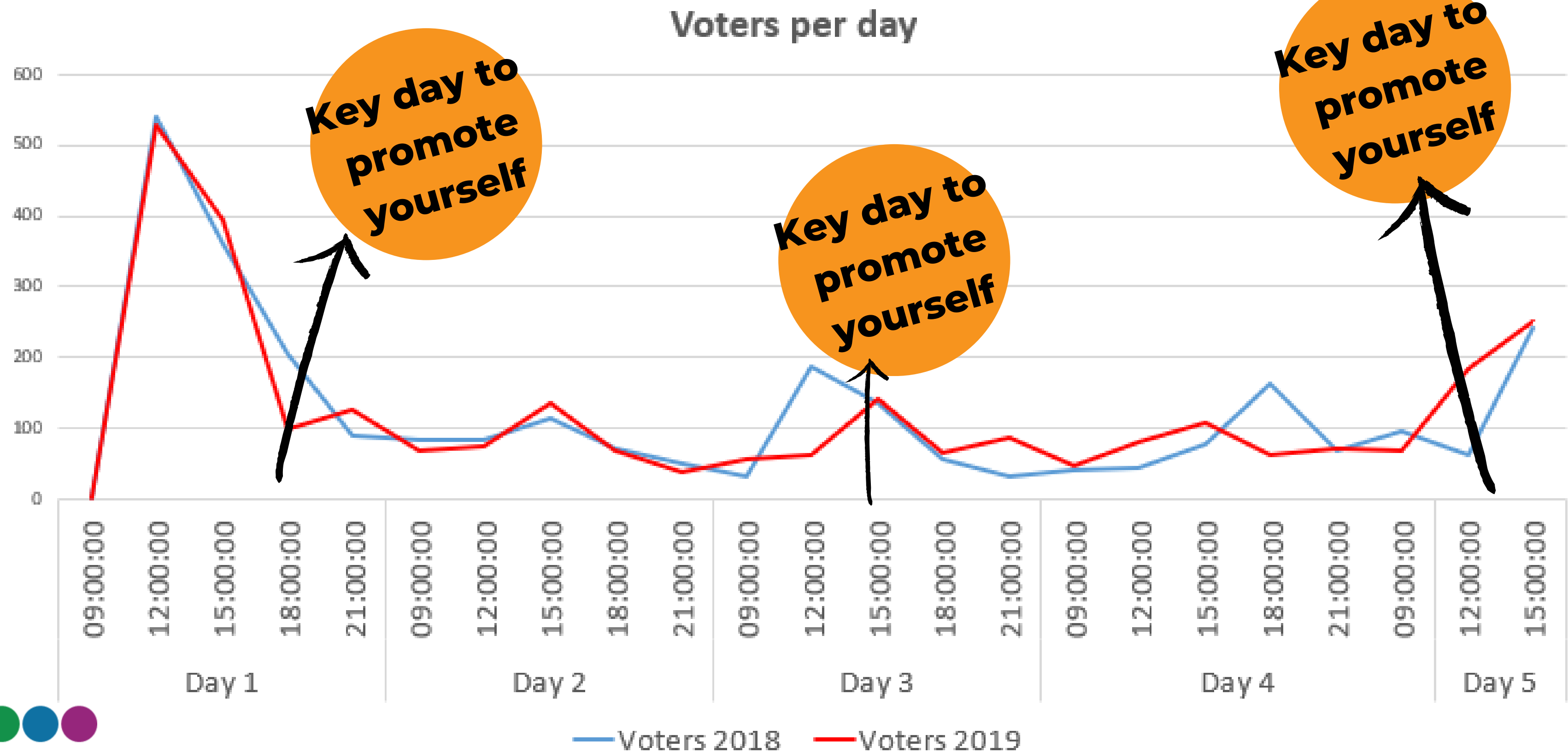


Turnout over time – by day

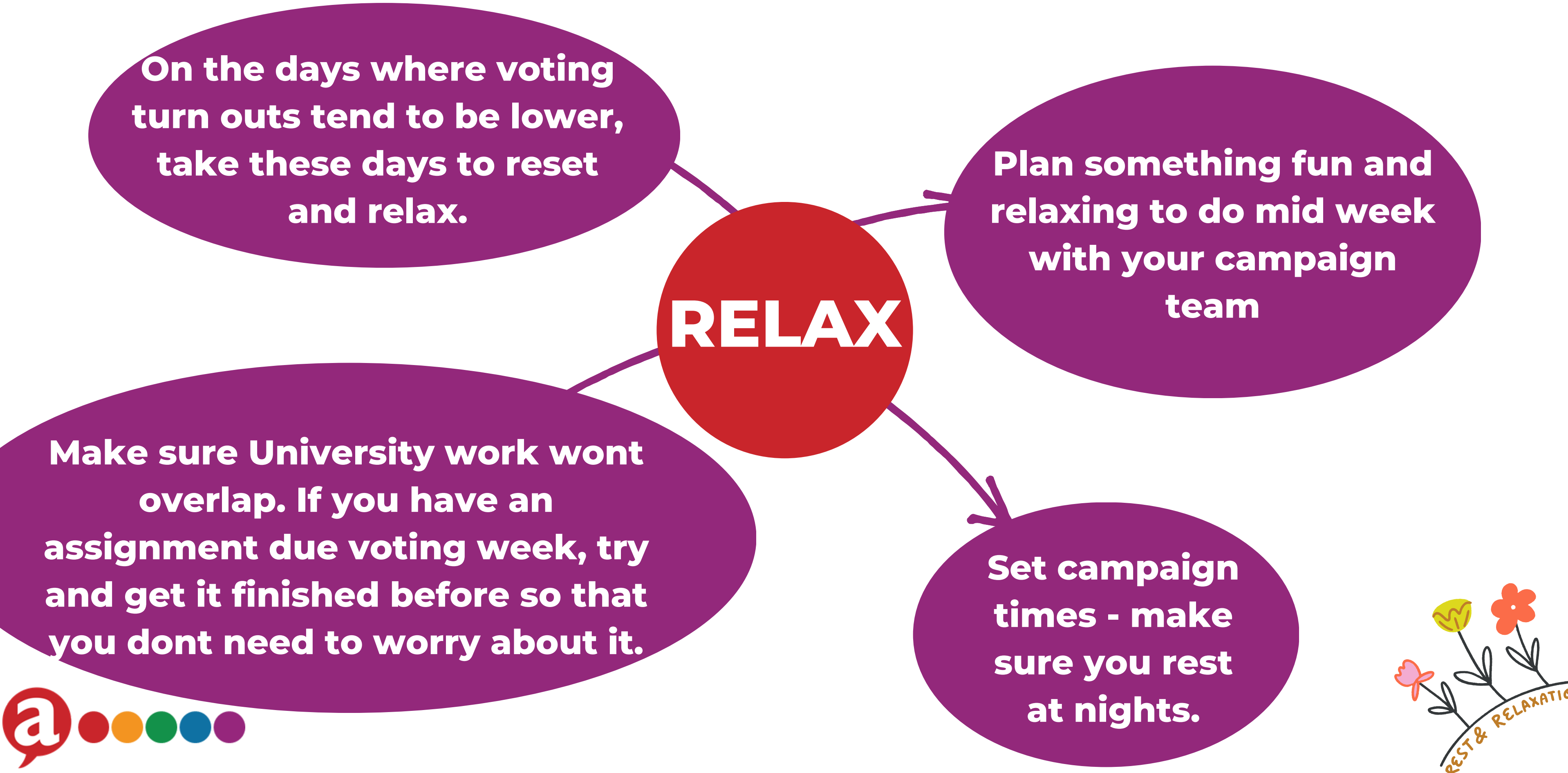
Voters per day



Turnout over time – by day

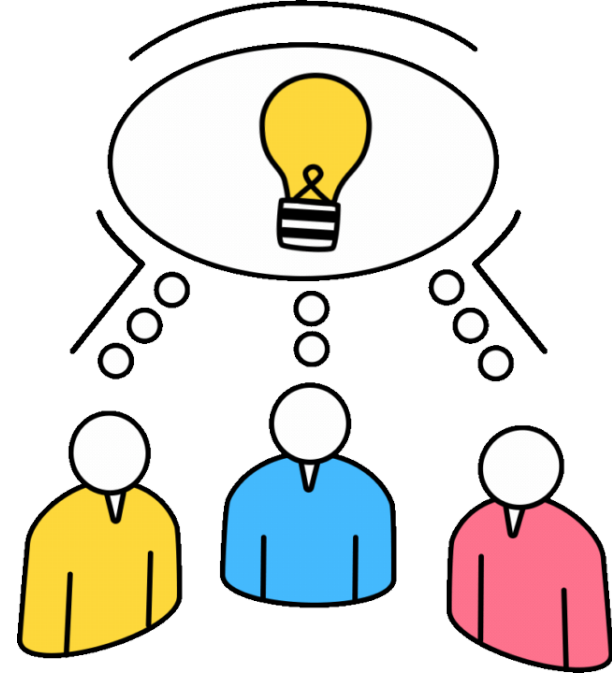


Look After Yourself

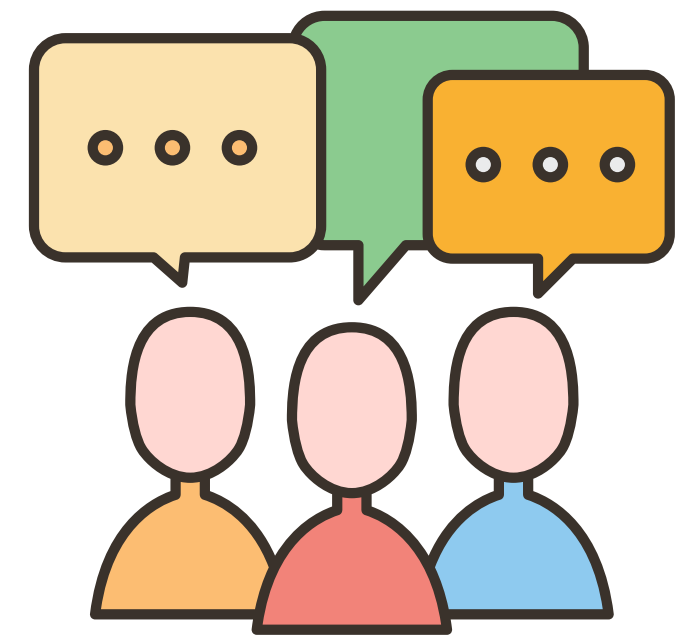


Questions?





AGM **(The Big Meeting)**



**Monday 4th March @6pm in the Student's Union
Main Room**

**We need 100 students to attend to allow
it to go ahead - tell everyone you know!**



**Great chance to see Studnet's Union democracy take
place!**



Are you ready to start your



Elections Campaign?

