

Spring Election 2021

Candidate Guide

Thank you for wishing to be a University of Warwick Students' Union Representative and running in this Spring Election! If you would like more details about the elections, go to <https://www.warwicksu.com/student-voice/elections/nominate-yourself/>

If you have any questions about the elections, please contact democracy@warwicksu.com

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7 Steps to becoming an Officer

1. **Decide your role** – Check out the roles at warwicksu.com/elections, speak to friends, the current officer, or the SU Democracy staff to see which one is right for you!
2. **Nominate yourself** - Follow the online instructions to nominate yourself before the deadline of 12pm Noon on 9th February. Remember to complete the Trustee Declaration Form if you are going for a Full-Time Officer role!
3. **Gain the knowledge** - Read the Candidate Guide and find out about the rules, timeline and advice. Also, be sure to attend the COMPULSORY Candidate Briefing!
4. **Write your manifesto** - Who are you, why are you running, and what will you do if elected? Remember to upload your manifesto by 12pm Noon on 17th February! Manifesto training available.
5. **Plan your campaign** - Are you going to run a digital campaign, or hand out information and run marketing stunts? Make sure all spending remains under the election budget you are given! Campaign training available
6. **Prepare to launch** - Organise your team and get any assignments done in advance. Don't forget to rest before the big week!
7. **Run your election campaign** – You can start campaigning from 12pm Noon Wednesday 17th Feb! Voting opens 12pm Noon Monday 22nd February, so get stuck in and then sit back and wait for the results!



Positions Available

Full-Time Officers

- President
- Education Officer
- Development and Democracy Officer
- Societies Officer
- Welfare & Campaigns Officer
- Sports Officer
- Postgraduate Officer

Part-Time Officers

- Women's Officer
- Disabled Students' Officer
- Ethnic Minorities Officer
- LGBTQUA+ Officer
- Environment and Ethics Officer
- Trans Students' Officer
- Widening Participation Officer

Faculty Representatives

- Faculty of Arts Representative x5 (x3 Open Place positions to be filled, x1 Postgraduate Research position to be filled and x1 Postgraduate Taught position to be filled)
- Faculty of Science, Engineering and Medicine Representative x6 (x3 Open Place positions to be filled, x1 Postgraduate Research position to be filled, x1 Postgraduate Taught position to be filled and 1x Postgraduate position to be filled)
- Faculty of Social Science Representative x5 (x3 Open Place positions to be filled, x1 Postgraduate Research position to be filled and x1 Postgraduate Taught position to be filled)

Key dates (all WebEx links will be made available to candidates via email)

Week	Date	Day	Activity
Term 2 Week 2	11/01/21	Monday	Nominations Open: 09am
Term 2 Week 6	09/02/21	Tuesday	Nominations Close: 12pm
Term 2 Week 6	09/02/21	Tuesday	Compulsory Candidate Briefing (1): 5-7pm WebEx link
Term 2 Week 6	10/02/21	Wednesday	Compulsory Candidate Briefing (2): 5-7pm WebEx link



Term 2 Week 6	11/02/21	Thursday	Candidate Workshops (1) – Manifesto Training, 4-5pm WebEx link
Term 2 Week 6	12/02/21	Friday	Candidate Workshops (2) – Manifesto Training 4-5pm WebEx link
Term 2 Week 7	15/02/21	Monday	Spring Election Final Candidates List: 12pm
Term 2 Week 7	15/02/21	Monday	Candidate Workshops (3) – Complaints Training 2-3pm, WebEx link
Term 2 Week 7	15/02/21	Monday	Candidate Workshops (4) – Be the Independent Candidate 5-7pm, WebEx link
Term 2 Week 7	16/02/21	Tuesday	Candidate Workshops (5) – Be the Candidate 5-7pm, WebEx link
Term 2 Week 7	17/02/21	Wednesday	Spring Election manifesto deadline 12pm
Term 2 Week 7	17/02/21	Wednesday	Spring Election Campaigning begins: 12pm
Term 2 Week 7	17/02/21	Wednesday	Spring Election Question Time (1) – 5-7pm, WebEx link
Term 2 Week 7	18/02/21	Thursday	Candidate Workshops (6) – Welfare Session 12-1pm WebEx link
Term 2 Week 7	18/02/21	Thursday	Question Time (2) – 5-7pm WebEx link
Term 2 Week 7	19/02/21	Friday	Question Time (3) – 5-7pm WebEx link
Term 2 Week 7	19/02/21	Friday	Candidate Online Game Session – Mafia WebEx link 2-3pm
Term 2 Week 8	22/02/21	Monday	Spring Election Voting Opens: 12pm
Term 2 Week 8	22/02/21	Monday	Candidate Online Game Session – 5-6pm WebEx link
Term 2 Week 8	24/02/21	Wednesday	Candidate Online Game Session – Among Us, 5-6pm WebEx link
Term 2 Week 8	26/02/21	Friday	Spring Election Results Night: 8.45pm on Facebook
Term 2 Week 9	05/03/21	Friday	Complaints Deadline: 12pm (Midday)



Nominating yourself

How?

Nominations take place online at www.warwicksu.com/elections/nominate-yourself. You can follow the on-screen instructions to nominate! If you have any difficulties, email democracy@warwicksu.com with screenshots of the problem.

Self-Definition

To nominate yourself for the following positions you will need to self-define for that role. To self-define go to your voting profile and tick your identities, then save. To vote for these positions, voters will also need to self-define, so make sure you let students who speak to you about voting know that they will need to do so.

The positions are:

- Women's Officer
- Ethnic Minorities Officer
- Disabled Students' Officer
- LGBTQUA+ Students' Officer
- Trans Students' Officer
- Widening Participation Officer

Compulsory Candidate Briefings

This is scheduled on the 09th and 10th of February 2021 from 17:00 until 18:00 on WebEx. This is where you will be able to find out about the dos and don'ts during the election, including the estates guidance (info on this can be found under the rules & guidance webpage), expenses and any other information important to candidates. If you cannot attend the date advertised, please contact the Democracy Team and we will arrange a time to go through this with you.

Optional Workshop Sessions

This year, the SU will be running some workshops online for candidates to take part into better support them in their candidacy.

- Manifesto Training (11th February 2021 – 4-5pm & 12th February 2021 – 4-5pm): how to have a concise manifesto that is appealing and engaging.
- Complaints Training (15th February 2021 – 2:00-3:00pm): open to candidates and their campaigning teams to provide tips and guidance on submitting a complaint and understanding the rules & regulations in greater detail.
- Be the Candidate Workshops (Independent candidates 15th February 2021 5-7pm & 16th February 2021 – 5-7pm for people of colour): a panel discussion on what it is like to be a candidate as a person of colour. Led by current elected leaders.
- Welfare Workshop (18th February 2021 – 12-1pm): As we have moved to a fully online campaign method, this workshop looks at how to deal with the pressures of



campaigning, what should tip we can share on self-care, and who to contact if you need some advice.

Manifesto

A manifesto is your statement to students explaining why you believe you are the best candidate, your aims and promises and why students should vote for you. Your manifesto can be submitted as a JPEG and include colour/pictures but must include plain text version of your manifesto for accessibility purposes. This will be made available online for students to read. It is important to do a manifesto as it helps convince students to vote for you and give you priorities for the year ahead. It also sets students' expectation of what you hope to achieve.

Contents in a manifesto

- What do you want students to know about you? (relevant experience, what you believe, what you want to change, your ideas)
- Stick to a few key points/priorities!
- Do not just rely on what you think you know – speak to your friends, course mates and the wider student body about what they care about
- When thinking about what to pledge to students:
 - Be realistic and be precise: you are only elected for 1 year to implement these promises, so you want to make sure they are achievable and believable.
 - Be evidence based: use survey findings from the SU, University and other higher education (HE) bodies that show the current views of students on a huge range of topics.
 - Look at the SU strategic plan and current policies on the Democracy pages to help you.
- Be SMART
 - SPECIFIC: clear about the goal/promise/priority
 - MEASURABLE: is there a way to measure whether the goal/promise has been successful?
 - ACHIEVABLE: could it happen? Outline when and what success looks like
 - RELEVANT: are students bothered?
 - TIME-BOUND: when will it happen?
- Proofread and get others in your campaigning team to read it through.
- Focus on yourself not others.
- Don't feel the need to write loads – quality over quantity.
- Do not forget to add your social media profiles to your manifesto.

Designing your manifesto

- Your manifesto should be easy to read, clear and have text colours that do not contrast with the background.



- You can use colour contrast checkers online to check your information can be easily read, such as <https://contrastchecker.com/>
- Make sure each section is clearly defined so students can identify things quickly and easily when skim reading.
- Use Photoshop, Publisher or Canva and save your design as a picture so that you can upload it easily.
- Also see the website on structuring your manifesto - <https://www.warwicksu.com/student-voice/elections/rules-guidance/manifesto-guide/>

Structuring your manifesto

Typically, manifestos will have the following sections in the following order:

- Your name, picture, plus any slogan you are using.
- Who you are, why you are running and your experience.
- A list of your top priorities and why
- How you will tackle these priorities (short bullet points work best)
- Your social media links.
- The voting links.
- Your plain text manifestoes.
- Short, snappy and to the point works best.
- Focus on no more than 5 priorities.

Uploading your manifesto

Remember this is the online manifesto which any Union website user will be able to view, and importantly, can be viewed at the point of voting. This year we will be holding a manifesto workshop to help guide candidates in writing their manifestos.

- You upload your manifesto online.
- **The deadline for uploading your online manifesto is 12:00pm, Wednesday 17th Feb.**
- You can amend your online manifesto until this deadline.
- You can upload pictures, images, and graphics in your manifesto, but please note: **You must upload a plain text version of your manifesto as well.** Please do not bold or underline the text in this manifesto or use coloured text or pictures. Do not use excessive capital letters when writing this manifesto. It must have the same word content as your original manifesto. Manifestos will not be uploaded if there is no plain text manifesto provided. An example of a point from an appropriate plain text manifesto is as follows:

'I promise to turn the democracy hamster into a democracy gorilla and make a new gorilla suit for the DDO to wear at election time.'

To find out more information on delivering an accessible manifestos and social media guides see tabs here [Rules & Guidance \(warwicksu.com\)](https://www.warwicksu.com)

- All campaign material must be made online and not be printed as leaflets or other promotional material as campaigning is only online.



How to campaign

Campaigning is the time you spend speaking with students to encourage them to vote for you, explaining why you are the best candidate online and in person. Your image and publicity are key to winning any election!

Do speak with the Democracy Team about how they can ensure campaigning is accessible for you.

Please note: This year campaigning will only be done online so face-to-face campaigning is prohibited due to us taking precautions from the Coronavirus outbreak.

Campaign Theme

Have a theme running through your campaign that makes your candidacy memorable. Themes can be linked to names or a character that is relatable to Warwick students and have included funny puns on people's names or a focus on key ideas.

Campaign Slogan

Many candidates choose a catchy, memorable phrase across their campaign to attract students, give a feel of their campaign and set them apart from other candidates. Tips for a strong slogan:

- Research slogans from past elections
- Link it to your name to help students remember who you are.
- Make it short, snappy, and original!
- Link it to something memorable.
- Think about if you could use humour / puns.

What does a typical campaign at Warwick look like?

Candidates gather a campaign team. See whether any of your friends would be interested in helping, how much time they could commit and what sort of thing they would be interested in helping with.

Draw up a campaign plan – who is doing what when? Look at the online lecture & seminar groups you have and populated open groups for everyone to use on social media.

Make sure your campaign team are behaving appropriately – they are representing you (see rules and regulations on campaigning)

Social media also plays a big part in campaigning at Warwick (even bigger this year!) – create your own Facebook like page or event, a twitter hashtag, or a video to let students know about you and your ideas.

If conducting lecture / seminar shout-outs online:

- Always ask the permission of the lecturer
- Keep it less than a minute.



- Begin and end with your name and the position you are running for
- 2-3 of your manifestos promises.
- Tailor it to your audience – what will the students in that lecture care about?

Expenses and Campaign Materials

The amount you can reclaim in expenses will be communicated at the candidate briefings. This will be the amount you can spend on your campaign and the amount you can reclaim back from the SU. You **MUST NOT** overspend on this budget and will be disqualified if you are found to have overspent. This is to make the election affordable and fair for all candidates.

Candidates will be able to reclaim most campaign materials at cost. If you are using things you already owned, we will apply a reasonable cost to the item for you to declare and reclaim, unless available to all candidates for free.

Full-Time Officer candidates can spend £50 in expenses.

Part-Time Officers and Faculty Representatives candidates can spend £30 in expenses.

Candidates running in the above and are part of slates can spend £35 in expenses for Full-Time Officer positions and £15 in expenses for Part-Time Officer & Faculty Representative positions

This will be the amount you can spend on your campaign and the amount you can reclaim back from the SU. You **MUST NOT** overspend on this budget and will be disqualified if you are found to have overspent. This is to make the election affordable and fair for all candidates.

Items will be able to be reclaimed at cost. If you are using things you already owned, we will apply a reasonable cost to the item for you to declare and reclaim.

For props, e.g., hats and fancy dress, candidates can claim back £5.

NO printing will be available to use during this election as all campaigning should be done online.

Things you do not need to declare:

- Transport solely for the purpose of moving items or people.
- Any materials used that were free of charge to obtain, have no monetary worth and are freely available to the opposing candidates (such as non-reinforced cardboard).

Things you cannot use:



- Any of the materials which were free of charge to obtain must be available for ALL candidates to access and if they are clearly of higher quality, so much so that they are deemed to have monetary worth, (which will be judged by the adjudication panel) they must either have been included in declared expenses or have been offered to other candidates to freely use as well. Any materials which violate these conditions cannot be used by candidates.
- You must not use any private vehicle to promote your campaign, or have any publicity posted on or within a vehicle so that it is on display.
- You must not spend money on alcohol, drugs, or tobacco to promote your campaign.

Distributing publicity

- **Do not place publicity in any areas of the University, especially in places that you are not allowed (follow the estates guidance).**
- The Students' Union may be putting posters up of our own election materials across campus in various popular locations. Do not remove these materials or poster over them. They will be promoting the elections and encouraging people to get voting!
- Make sure you do not cover up another candidate's publicity.
- Do not remove another candidate's publicity.
- Do not deface another candidate's publicity.
- Please read the SU and University agreement about where you can post publicity.

Candidate Welfare

- Take care of yourself and your team – eating, drinking, taking time off, speaking to friends, visiting the Democracy Team.
- The Democracy Team will be giving out your bread oven vouchers daily.
- Do not force yourself to do something you do not want to do.
- The same methods do not suit everyone, everyone has their own style, and you do not have to do what other candidates are doing.
- If you have an issue, contact the Democracy Team, or speak to the advice centre, we are here to help you!

Complaints

Sadly, some people do try to do something that is against the rules. Inevitably when this happens, they get caught out. Sometimes rule breaking is deliberate and sometimes it is accidental. There is, however, no distinction; if you break the rules, we will take action against you. Campaigning should be in the spirit of fair play.

Negative campaigning is not acceptable. Criticising policies is allowed, but not people. Though you should always endeavour to keep the campaign positive. What is great about your manifesto rather than why someone else's is bad. If a candidate breaks any of the rules that have been communicated, sanctions will be taken.



When a complaint is submitted, the Adjudication Panel will meet as soon as possible to review the complaint. They will make a ruling on the complaint which will be communicated to the candidate it refers to, and then sent to all candidates and published on the website. If in doubt, ask the Democracy Team before you act. **The deadline for complaints is the 5th of March 2021 at 12:00pm (Midday)**

How to make a complaint?

Email democracy@warwicksu.com with your complaint and accompanying evidence (including a time stamp). The adjudication panel will then convene as soon as practical and make a ruling on the complaint. Please note that there is little the Adjudication Panel can do overnight.

The Candidate Briefing allows candidates to talk to each other about their campaigns in a safe space. However, if you believe that someone is not playing fair, then you are entitled to submit a formal complaint.

Some advice about complaining.

We will not act in the event of complaints that have no basis. For example, if you come to us with the complaint “lots of my posters have been removed, but none of candidate X’s have – it must be them doing it”, this is an accusation with no grounds, and we are unlikely to be able to do anything but dismiss the complaint. If you come to us and say “at 3:30pm on Monday I saw a member of candidate X’s campaign team remove one of my posters”, along with a picture, we may be able to act.

Do not complain merely for the sake of complaining or to try to get someone into trouble so you can benefit. Negative campaigning can also take the form of excessive complaining and trying to trip other candidates up, and if you are found to be doing this action will be taken against you. If somebody does something wrong report it and we will act, but above all focus on why you are the best and what is good about you and your campaign, not on somebody else’s.

Campaigning Rules and Regulations

Candidate Behaviour:

- **Absolutely no physical campaigning, in any form**
- **Online campaigning commences from the Wednesday 17th February, where you can start promoting your campaign, like and share content.**
- **This means you can declare you are running and for what position once, but you cannot say what your experience is, why you would make a good candidate, or what you will do if elected before this date**
- There will be campaign training available for students who want further guidance on running a campaign.
- Your campaign materials should be accessible in the English Language.
- You are responsible for the actions of anyone helping with your campaign. If they break the rules on your behalf, it is you that will be penalised.



- No negative campaigning: Negative campaigning can take the form of smear campaigns, comments about other candidates that have no basis, excessive and malicious complaints about candidates, and a campaign focusing on other candidates rather than concentrating on gaining votes for your own campaign. This extends to digital campaigning as well as physical. This sort of behaviour is unacceptable and discredits yourself more than the other candidates.
- Do not defame the character of any other candidate. You may criticise another candidate's policies, but attacks must NEVER be of a personal nature. Consistent comments of this nature will be sanctioned.

Publicity & Social Media:

- Your publicity must not violate the Students' Union's policies or governing documents (visit Democracy in SUHQ for further information or www.warwicksu.com/democracy/documents/).
- Social media: you must abide by the SU and University code of conduct when posting to social media – the rules regarding candidate behaviour apply to social media as well. Guidance will be sent out to SU Clubs and Societies regarding allowing candidates to post in groups.
- Candidates can post in any groups on social media that allow them to post in.
- Candidates cannot use their admin rights in a group to their advantage (e.g – pinning/deleting posts, unless it is their dedicated campaign page)
- Posting on social media and groups chats will be subject to the same rules as physical campaigning therefore you must not violate the SU or University Code of Conduct or SU Governing Documents
- Candidates can post on SU social media posts but not repeatedly.
- Social Media pages that have previously been used to run campaigns cannot be used again as this will create a disadvantage for students running for their first time in the elections.
- You can create a private page now but cannot be made public until campaigning starts.

Slates (A slate is a group of candidates running together) & Endorsements.

- Slates (running together on the same platform of ideas, e.g., the same manifesto) **are allowed**.
 - o Slates can be political, or you can run as a group of friends.
 - o This means candidates can pool their resources, appear in each other's publicity, have identical or almost identical publicity / manifesto content, or endorse other candidates.
 - o Slates can have no more than one candidate running for the same position.
 - o Slates are optional and can enter a name of up to 20 characters.
 - o No offensive names are allowed in slates, the SU will intercede with the candidate if an offensive name is submitted, in line with our code of conduct.
 - o Political slates, that link with a student group, will need confirmation from the Exec of that group that they can represent them.
 - The group must agree via simple majority and then submit this decision to democracy@warwicksu.com



- Societies and Clubs can endorse other candidates.
 - Exec meeting to minute decision on who to endorse.
 - Exec can decide on how they consult with their members about who to endorse.
 - you can setup an all-members vote (simple majority)
 - or can decide as an exec (simple majority)
 - Any meeting around endorsements must be recorded and circulated to democracy@warwicksu.com
 - A Warwick SU Staff will circulate to student groups on how to do the above and inform you once approved how to promote the relevant candidates. This document will include:
 - Social Media Posts (How to endorse publicly)
 - How to endorse as an exec and facilitate the voting system
 - What to think about when endorsing and taking considerations on board
 - Student Groups can start promoting who to vote for once they have been approved by the Democracy team from the **22nd Monday 2021 12:00pm**.
- SU representatives, & Warwick SU permanent staff cannot endorse candidates.
- Warwick SU student-staff cannot endorse candidates during working hours.
- Warwick staff can not endorse candidates, it is reasonable to have “likes” on social media from people outside the SU (e.g – friends & family), but they can’t be solicited.
- If you are already a Union Officer, it is important that you do not use ANY facilities which your position gives you special access to for your campaign.
- If you work for the Students’ Union or University, it is important that you do not use your position(s) or any of the privileges your position(s) gives you for your campaign.
- You will be responsible for the cost of cleaning or repair of any damage to Students’ Union or University property caused because of your campaign.
- All actions must abide by the Unions Equal Opportunities By-Law which can be found on the Democracy webpages.
- You cannot campaign inside the library or any study space. This includes leaving any campaign materials in these spaces, e.g: leaflets, flyers etc.
- You can create a private page now but cannot be made public until campaigning starts.
- External campaigners are not allowed on campus. Only SU members can form part of you campaign teams and campaign on your behalf. It is reasonable to have “likes” on social media from people outside the SU (e.g – friends & family), but they cannot be solicited.
- Leafleting and hall touring **is not allowed** in this election as all campaigning should be done online.

Voting and Results

- Voting will take place online from 12 midday Monday 24th February until 7pm Friday 28th February.
- The results count will take place immediately after this, and candidates will be informed of the results.



- The provisional results are then publicly announced on Warwick SU's Facebook Page by 9pm
- The results are only final after the complaints deadline has passed at 12pm on Friday March 5th.

Checklist

- Nominate yourself online at: www.warwicksu.com/elections (don't forget to self-define)
- Complete the online trustee declaration form before the close of nominations if you are running for a Full Time Officer position
- Attend one of the Compulsory Candidate Briefings
- Come to the training workshops set up to support candidates this year
- Begin planning your campaign – gather your team, consider how you will market yourself, attend the campaigning training.
- Upload your online manifesto before the deadline at 12:00pm on Wednesday 17th February 2021.
- Begin campaigning, 12pm, Wednesday 17th February!
- Do not forget to vote on the Monday 22nd February from 12pm!
- Attend the Candidate Question Time events and other events put on for candidates.
- Take time to recover – book something nice to do at the weekend after voting.
- Attend the candidate debrief sessions to give feedback on your elections experience on either the Wednesday 10th March 12-1pm, or Friday the 10th of March 12-1pm
- If you have any problems, please email us at democracy@warwicksu.com

GOOD LUCK TO ALL CANDIDATES AND ENJOY THE EXPERIENCE!