

Spring Elections 2022 Candidate Guide

Thank you for wishing to be a University of Warwick Students' Union Representative and running in this Spring Elections! If you would like more details about the elections, go to [Nominations \(warwicksu.com\)](https://warwicksu.com/nominations)

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

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7 Steps to stand in an election

1. **Decide your role** – Check out the roles at warwicksu.com/elections, speak to friends, the current officers, 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 8th February 2022.
3. **Gain the knowledge** - Read the Candidate Guide and find out about the rules, timeline and advice.
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 on 16th February! Manifesto advice below.
5. **Plan your campaign** - Are you going to run a digital campaign, or hand out information and run marketing stunts? Please note: those nominated for Full-Time Officer Positions are eligible to receive a reimbursed campaign budget of £50.00, and those nominating themselves for Part-Time Officer positions are eligible for a reimbursed campaign budget of £35.00 this Spring Elections
6. **Prepare to Launch** – organize your term 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 once voting opens from 09am Monday 22nd February until 7pm Friday 25th February and then sit back and wait for the results on our SU socials!

Positions Available

Full Time Officers

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

Part-Time Officers

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

Key dates

Week	Date	Day	Activity
Term 2 Week 1	10/01/22	Monday	Nominations Open: 09am
Term 2 Week 4	01/02/22	Tuesday	Manifesto Training: 12-1pm (1) Kevin Gately Room, Warwick SU
Term 2 Week 4	01/02/22	Tuesday	Campaigns Training: 5-7pm (1) Kevin Gately Room, Warwick SU

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Term 2 Week 4	03/02/22	Thursday	Campaigns Training: 12-2pm (2) Kevin Gately Room, Warwick SU
Term 2 Week 4	03/02/22	Thursday	Manifesto Training: 5-6pm (2) Kevin Gately Room, Warwick SU
Term 2 Week 5	08/02/22	Tuesday	Nominations Close: 12pm
Term 2 Week 5	08/02/22	Tuesday	Compulsory Candidate Briefing: 5-7pm Kevin Gately Room, Warwick SU (or online)
Term 2 Week 5	11/02/22	Friday	Welfare Session: 12-1pm Kevin Gately Room, Warwick SU.
Term 2 Week 6	16/02/22	Wednesday	Manifesto Deadline: 12pm
Term 2 Week 6	17/02/22	Thursday	Question Time (1) – 5-7pm, Location Junction - E-Sports Room - PTOs
Term 2 Week 6	18/02/22	Friday	Question Time (2) – 5-7pm, Location – Junction, E-Sports Room - FTOs
Term 2 Week 7	21/02/22	Monday	Spring Election Voting & Campaigning begins: 09am
Term 2 Week 7	25/02/22	Friday	Spring Election Voting & Campaigning Closes: 7pm Votes will be announced on the SU website the week after Results Night TBC
Term 2 Week 8	04/03/22	Friday	Complaints Deadline: 12pm (Midday)



Key

- Training in **Yellow**
- Events in **Green**
- Deadlines in **Blue**

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:

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

Compulsory Candidate Briefings

This is scheduled on the **8th February 2022 from 5pm-7pm in the Kevin Gately Room, Warwick SU**. This is where you will be able to find out about the dos and don'ts during the election, including voting booths, poster places, rules and regulations, expenses and any other information important to candidates. If you cannot attend the date advertised, please contact the Democracy Team asap and we will try find a suitable date.

Training Sessions

This year, the SU have scheduled some training sessions before nominations for candidates and candidate team leaders to learn about how to support their campaign. See dates and locations below

- **Manifesto Training (01st and 03rd February 2022) –**
how to deliver and submit a manifesto that is appealing and engaging to students
- **Campaigning Training (01st and 03rd February 2022) –**
tips and guidance on how to best campaign and reach as many students as possible with your messaging
- **Welfare Session (11th February 2022) –**

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Elections can be tough, we want to make sure you are fully looked after and supported during this journey, this session looks at what you can do and what we can do to help you through this election.

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 after the JPEG 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.
 - 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. You can view more about writing a manifesto here - [Manifesto Guide \(warwicksu.com\)](https://www.warwicksu.com/student-voice/elections/rules-guidance/manifesto-guide/)

- You upload your manifesto online.
- **The deadline for uploading your online manifesto is 12:00am, Monday 16th February 2022.**
- 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.'

See Screenshots here on how to upload step-by-step

- 1) Once you have successfully nominated yourself and received email confirmation of your candidacy, click the upload manifesto button back where your nomination was confirmed (picture below)



Review nominations

You are standing for 1 position.

test voting

who is the best tester?

Your nomination is pending approval.

[Upload Manifesto](#) [Withdraw Nomination](#)

- 2) You can then upload a profile picture to your candidacy and nomination where it says 'Profile Picture' → '**choose file**' → 'upload'– do ensure it is a JPEG and doesn't go over the limit. If it does, try to reduce the quality and size. (picture below)


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[Back to Candidate List](#)

Profile Picture


Your profile picture will appear on the Candidate List and your manifesto page.

[Choose File](#) No file chosen [Upload](#)



- 3) Once profile picture has been uploaded, below you can upload a digital manifesto below. Click the image cursor on the top of the manifesto section

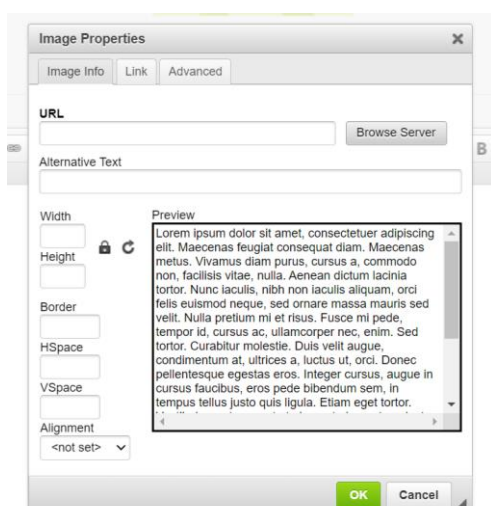
Manifesto



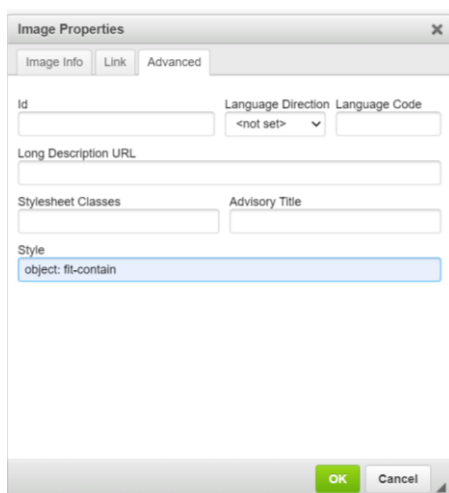
The image shows a rich text editor toolbar with various icons for text formatting, alignment, and insertion. A blue arrow points from the 'Image' icon (a small picture of a landscape) to a text box on the right.

Digital Manifesto Image cursor

- 4) Click browse server to upload the picture



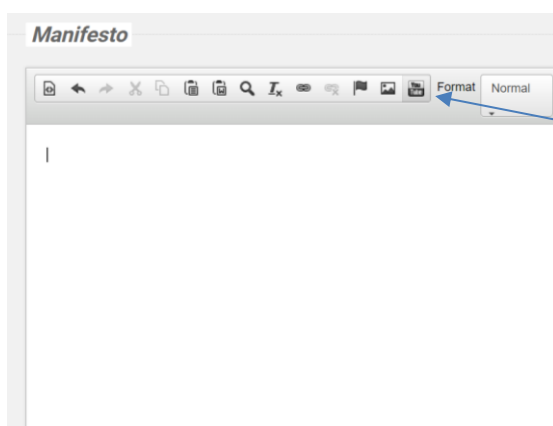
- 5) If the picture is a bit stretched, go to advanced and under style input the following 'object: fit-contain' – in order to keep your picture from being too stretched.



- 6) Once done, underneath your manifesto do ensure you write it up as plain text and have thoroughly read through our accessible manifestos doc here - [Rules & Guidance \(warwicksu.com\)](https://warwicksu.com/rules-guidance) then save and you have completed your manifesto!

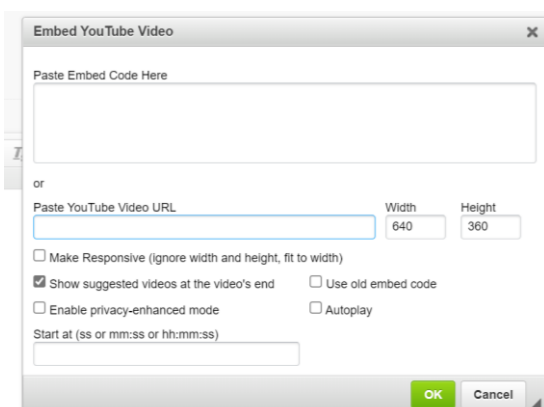
In the event you have decided to do a video and want to have it uploaded on your manifesto page that's fine. All you will need to do is follow the below instructions

- 1) Click the YouTube symbol on the top of the Manifesto section



YouTube Image cursor

- 2) Once selected, embed the YouTube link under the YouTube video URL link (or code) and choose from the other options below the field. (If you want to autoplay etc) click save and you are good to go!



- 3) Ensure you include YouTube captions for your video and underneath the video as plain text make note that there is a YouTube video to select and view.

To find out more information on delivering an accessible manifestos and social media guides see tabs here [Rules & Guidance \(warwicksu.com\)](https://warwick.ac.uk/study/manifesto/rules-guidance)

Campaign material printed should be done in the first instance at reception where they will print leaflets or other promotional material. Keep the records of receipts and email your requests to reception@warwicksu.com.

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.

Campaign Theme

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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.

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?

You must register your campaigns team using the google doc below. They are responsible for your campaign and if they are to be in breach of any of our rules and regulations, they are at the adjudication of your own candidacy.

You should register your campaigns manager as well as other members on your campaigns team. They can only be Warwick students.

For any campaign manager, they can only manage one candidacy and not multiple.

Register here - [Spring Officer Elections 2022 - Campaign Team \(google.com\)](#)

Expenses and Campaign Materials

Please note – we are reimbursing costs to campaigns for Spring Elections. See below up to how much you are eligible for. If you wish to distribute campaign materials you can, but follow the advice below.

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Full-Time Officer Candidates can reimburse a total of up to £50.00 per candidate.

Part-Time Officer Candidates can reimburse a total of up to £35.00 per candidate.

Any of those that are part of a joint ticket (two students nominating as one candidate) are only eligible for the costs of one candidate.

You cannot 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 a cost. If you are using things you already owned, apply a reasonable a cost to the item for you to declare and reclaim, we will ensure that it matches and will make final call on that price.

You can download the form for reimbursements here – do ensure you keep receipts to keep track of your expenses. The deadline for reimbursements is the 31st of March 2022.

Items/Activities you cannot use

- 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 not stated (details to be found out in our Candidate briefing sessions)**
- 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!
- Do not cover up another candidate's publicity.
- Do not remove another candidate's publicity.
- Do not deface another candidate's publicity.
- Do not advertise or keep publicity around any voting booths on campus

Candidate Welfare

- Take care of yourself and your team – eating, drinking, taking time off, speaking to friends, visiting the Democracy Team.
- 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 4th of March 2022 at 12:00pm (Midday)**

How to make a complaint?

1. Log in to warwicksu.com and head to student voice → elections → elections complaint → log a complaint
2. Fill in the form to submit a complaint with additional evidences and requirements
3. Follow our rules and regulations on complaints
4. Wait for acknowledgment from Democracy Team about your submission
5. If the Returning Officer deems it appropriate, they will conduct an investigation in to the complaint and if it holds then appropriate sanctions will be applied in line with our rules and regs
6. The decision will be uploaded on our complaints log and will be informed to members

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:

- Campaigning commences from the **Monday 21st February 9am**
- 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 on the website for SU Clubs and Societies regarding allowing candidates to post in groups.
- Candidates can post in any groups or chats on social media that allow them to post in.
- 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.
- No publicity or campaigning is allowed near Voting Booths, the SU Democracy Team and Candidates will be aware of where they can campaign but should not pressurize students when voting near a booth.

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 not allowed.**



- This means candidates are not allowed to pool their resources, appear in each other's publicity, have identical or almost identical publicity / manifesto content, or endorse other candidates.
- Societies and Clubs **cannot** endorse candidates.
- SU representatives, & Warwick SU staff cannot endorse candidates. This includes Faculty and Departmental Reps along with any other Elected Leaders
- Warwick staff cannot 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. See link here - [By-Law-11-Equality-and-Diversity.pdf \(warwicksu.com\)](http://warwicksu.com/By-Law-11-Equality-and-Diversity.pdf)
- You cannot campaign inside the library or any study space. This includes leaving any campaign materials in these spaces, e.g: leaflets, flyers etc.
- External campaigners are not allowed on campus. Only SU members can form part of your 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.
- People can only stand for 1 position out of FTOs and PTOs
- Hall Touring is when campaigners go out on campus accommodation and campaign to vote for the elections.
- Leafleting and hall touring can be a way of campaigning in Spring elections, but do be aware of some students that may not want to interact too closely with other students and be mindful of that.

Voting and Results

- Voting will take place online from 09am Monday 21st February until 7pm Friday 25th February 2022.
- The results count will take place immediately after this, and candidates will be informed of the result via email once they have been publicly announced.
- The provisional results are then publicly announced on Warwick SU's website by 5pm
- The results are only final after the complaints deadline has passed at 12pm on Friday March 4th.

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Checklist

- ☐ Nominate yourself online at: www.warwicksu.com/elections (don't forget to self-define)
- ☐ Attend the Compulsory Candidate Briefings
- ☐ Attend Training workshops scheduled to support candidates this year
- ☐ Begin Planning your campaign – gather your team, consider how you will market yourself, attend campaigning training
- ☐ Register your campaigns team here – [Spring Officer Elections 2022 - Campaign Team \(google.com\)](#)
- ☐ Upload your online manifesto before the deadline at 0:00am on Monday 16th February 2022. (Make sure you include plain text)
- ☐ Attend Question Time events and other events put on for candidates
- ☐ Begin campaigning, same time as voting opens at 09:00am on Monday 21st February 2022!
- ☐ Be outside the Kevin Gately Room for 8:30pm on the Friday 25th February 2022. If you can't attend let us know beforehand by emailing democracy@warwicksu.com.
- ☐ Take time to recover – book something to do after voting closes
- ☐ Fill in our candidate evaluation sessions to give feedback on your elections experience
- ☐ If you have any problems, please email us at democracy@warwicksu.com

GOOD LUCK TO ALL CANDIDATES AND ENJOY THE EXPERIENCE!