



WHAT DO YOU CARE ABOUT?



UNIVERSITY OF SALFORD STUDENTS' UNION ELECTIONS 2012 CANDIDATE FAQs

What is the best way to campaign?

Make sure you talk to as many students as possible about what you would do for them if elected. Face to face conversation is the most powerful tool you have to persuade someone to vote for you -this can ultimately win you the election.

Your message should be clear and concise so that students can understand what you stand for.

Be innovative in the way you get your message across. Posters and banners definitely create a buzz, but think about other ways you can capture students' attention, such as short films, flashmobs and publicity stunts. Many students regularly visit social media sites such as Facebook, so make sure you use these to communicate.

What does the Students' Union do to promote the candidates to students?

It is **your** campaign that will win you the election, but the Students' Union will provide support and will be promoting the Elections as a whole.

The Students' Union Elections 2012 website will carry details of all candidates standing in the Elections. We'll include your photo and manifesto.

We'll promote any additional content via the Students' Union Elections 2012 Facebook and Twitter- send us photos, short films and anything else you can think of to get your message across! We'll add them so they'll be seen by thousands of Salford students.

The Student Direct newspaper will carry a photo of each candidate together with a 100 word description of what you will do if elected. You will need to supply these by the publicity deadline of **Thursday 1 March**.

Any material deemed to break our equal opportunities policy will not be shown and could lead to disqualification.

Is it a good idea to involve others?

Yes! Campaigning involves a lot of work and we recommend you ask a few friends to form your campaigns team and help out.

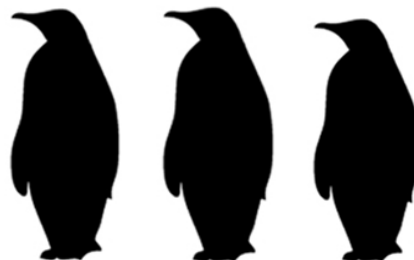
What print am I entitled to?

Candidates' promotional material is printed by Walkers' Print Shop in the basement of University House, on the Peel Park campus.

You'll be able to choose between several publicity packs which each comprise a different set of paper sizes and quantities.

How much can I spend?

On top of this print allowance, you can spend a further £40 of your own money, but you must present us with the receipts for your purchases before the Elections open.





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Do we need to have our publicity approved?

Publicity does not have to be approved by the Students' Union but any material that is deemed to break our equal opportunities policy will be treated very seriously.

Candidates should be aware that they are responsible for any activities carried out by their supporters.

You are also responsible for ensuring you have permission to post publicity or to canvass in specified areas.

Not sure about the content you've used?
Then contact us at: elections-ussu@salford.ac.uk

When can I start campaigning?

Campaigning begins following **the close of the candidates' meeting on 1 March**. You cannot campaign before this point.

Can I use the Students' Union Facebook and Twitter to help my campaign?

Social media is a great way to reach large numbers of students. Please send us content promoting yourselves and we will add it to our social media sites.

As well as sending us content to post, you're welcome to use the Union's Facebook and Twitter yourself. Just 'like' our Facebook page or follow us on Twitter to spread the message about why you should be elected.

Is it OK to create my own website?

Yes. Please keep in mind that any costs (for example paying for domain name) must be accounted for, recorded and receipted.

If I produce a short film for my campaign, could you help me promote it to students?

Yes, send us any films you have created and we'll add them to our main Elections site, Facebook and Twitter where they will be seen by thousands of students.

Short films are a fun, engaging way to get your point across and remember you can borrow a flipcam from the Students' Union to film yours.

Don't forget to promote them yourself, posting films on social media such as Facebook is a great way to reach people.

Can I organise visits to accommodation and lecture shouts during the campaigning period?

University accommodation can be accessed by candidates, but you must do this within the hours specified on the website. You can also reach large numbers by organising lecture shouts, where you give a brief explanation of why students should vote for you before the lecture starts. This must be arranged with the relevant staff in advance.

Remember that you are responsible for your actions and those of your team. Complaints from University staff and students will be taken very seriously and will be investigated.

Take flyers around with you to give to people when you speak to them. Do not post them under doors as this causes litter and they are unlikely to be read if they are distributed in this way.



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Where can I put up posters?

Posters can be put up on the University's notice boards across campus. Please note that if you put posters up elsewhere, you risk having them taken down. Speak to Reception staff to gain permission to put them up in the reception areas in the University.

Use blu-tack rather than sellotape and don't cover up or take down other candidates' posters.

If you wish to put up posters or banners in Bar Yours, you must seek approval from the Bar Manager first.

What is appropriate conduct?

All student candidates are ambassadors for the Students' Union and we expect you to behave with integrity, in an honest and civilised way.

You are responsible for your own actions and that of your campaigns team. It is also up to you to ensure you have permission to post publicity or canvass in specified areas.

What if a complaint is made about one of my campaign team?

Any complaint made against a campaign team member or supporter of your campaign will be taken as a complaint against you.

For this reason, you must take responsibility for the actions of your team and ensure they are familiar with the rules and regulations of the Election, which you will find at:

www.salfordstudents.com/elections

What if I want to make a complaint?

Any complaints must be made in writing to a Deputy Returning Officer and must be supported with evidence. You will meet the Deputy Returning Officers at the candidates' meetings. The complaint will then be passed to an external, impartial Returning Officer. This is Al Powell of the National Union of Students (NUS).

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