

ELECTIONS DOS AND DON'TS

Running an in-person election campaign can seem daunting, but it is also a great chance to step outside of your comfort zone and can be really fun!

It might seem like there are a hundred rules and guidelines to follow, and you may have no clue where to even start. We're here to help with a list of tips for running a successful campaign for the upcoming SU elections.

✓ DOS

- Be aware that students are bombarded with people and information during elections. Try to come up with exciting ways to grab their attention!
- Take regular breaks and remember to eat and drink water.
- Make use of lecture shout-outs.
- Take loads of campaign photos and tag @surhul.
- Plan early to manage your uni workload and keep on top of deadlines.
- Make use of your own networks – the people you know already could be a great source of first voters.
- Use social media to promote your campaign.
- Think of a clear message.

✓ DON'TS

- Don't campaign negatively against other candidates.
- Don't ignore the support network around you – gather some close friends and form a campaigning team!
- Don't campaign in people's flats/homes without their permission.
- Don't be put off if one or two students are disinterested or rude to you.
- Don't forget to reach out to students who might not be interested in voting – many people might not be aware that elections are going on at all!
- Don't overwork yourself and your campaign teams.
- Don't spend too much money, keep within your budget!