

You are in the Resources for 14-18 year olds section Home Welcome to your vote Resources for 14-18 year olds Your location: Change England Northern Ireland Scotland Wales Overseas We're showing you content for . Select 'change' to choose a different location. On this page What is campaigning? Types of campaigning How to know what to trust and what is fair Quiz What is campaigning? Types of campaigning How to know what to trust and what is fair Quiz What is campaigning? Types of campaigning How to know what to trust and what is fair Quiz So you know there's an election approaching, but how do you choose who to vote for? The most important thing to remember is that your vote belongs only to you. It's up to you to decide how you want to use it. No one should pressure, blackmail or bribe you to vote a certain way – this is against the law. For all elections, you should choose the candidate that you feel would be the best person to represent you. They might share your views or prioritise issues that you think are important. Political campaigning Campaigning Candidates are the people who have chosen to stand for election. You can usually find out which candidates are standing in your area for upcoming elections. To help decide who to vote for, you should research the candidates standing for election in your local area and what they are standing for. Voting is a serious business and you should be able to access all the information you need so you can make an informed decision about your vote. In the run up to some elections, it can feel like an information overload. It's normal to feel a little overwhelmed when choosing who to vote for. During this period, you'll probably see a lot of adverts from political parties and their candidates, trying to get their messages out and encouraging you to vote for them. This is called campaigning. You should take note of campaigning, ask questions, and do your own research into candidates' policies. What is campaigning? Political campaigning is where political parties and their candidates try to persuade you to vote for them, normally by talking about their policies. This is most noticeable in the run up to elections, but campaigning can take place all year round. Campaigning is a really important and useful part of helping you choose who to vote for. In higher profile elections, such as Scottish Parliament or UK Parliament elections, the larger political parties can spend a lot of money on their campaigns. They have large teams working for them to make sure they reach voters in the best way possible. Although campaigning is mostly done by election candidates, political parties, and their teams, you might see other groups campaigning for a particular political party or candidate. This could be because the group cares about a single issue, such as climate change or the NHS, which they know is a key policy for a particular party or candidate. They want a certain candidate or party to be elected because of their policy on this issue, and they will support them in different ways. Campaigning can be a whole range of things. You've probably seen posters on lamp posts or in a neighbour's window. Or maybe you've noticed leaflets being posted to your home or handed out in the street. But there are lots of other types of campaigning which you'll see in your area and around the country. Types of campaigning Newspapers will run lots of stories during the campaign period, including interviews with candidates. Many newspapers publicly support one of the main political parties. This means you may see a newspaper publishing more positive stories about one political party than any other. There are different rules for journalists who work in TV and radio. Generally, they are not allowed to encourage voters to vote a certain way. They are asked to give an independent view of elections and campaigns. You might also see large posters in your local area. Political parties

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who to vote for. In higher profile elections, such as the Northern Ireland Assembly or UK Parliament elections, political parties can spend a lot of money on their campaigns. They have large teams working for them to make sure they reach voters in the best way possible. Although campaigning is mostly done by election candidates, political parties, and their teams, you might see other groups campaigning for a particular political party or candidate. This could be because the group cares about a single issue, such as climate change or public transport, which they know is a key policy for a particular party or candidate. They want a certain candidate or party to be elected, because of their policy on this issue, and they will support them in different ways. Campaigning can be a whole range of things. You've probably seen posters on lamp posts in the street. Or maybe you've noticed leaflets being posted to your home or handed out in the street. But there are lots of other types of campaigning which you'll see in your area and around Northern Ireland. Types of campaigning

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In the lead up to most elections, political parties will publish a document outlining all of their policies and priorities. This is called a manifesto. Manifestos are usually published in the weeks before polling day. They will be available on political parties' websites. Political parties also publish their manifestos in different formats which make sure that everyone can read them, whatever their needs. If you'd like a manifesto in a different format, check the party's website or get in touch with them directly. How to know what to trust and what is fair

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