

Further Guidance on Online Campaigning

Officer Elections 2023

Your Voice
Only Louder

Online Campaigning

- You may prefer to campaign online, or do a mix of online and in-person campaigning – and that's absolutely okay!

Online

- Upload a written statement, campaign photo and/or campaign poster on the Guild website
- Social media – Facebook, Instagram, Tik Tok, Weibo, Twitter, Discord, LinkedIn etc...
- Post in Facebook Groups

For all of the above, you can also use memes, videos, campaign photos, GIFs, etc...



What Does a Great Online Campaign Need?

- A plan (e.g. comms/social media plan) – including key messages and how you will communicate to students about it (this plan may be part of your overall campaign plan)
- Having an online presence is important – equally, do not spam social media!
- Posting engaging and consistent content
- Reaching out to a variety of students (if applicable)
- Receiving support from other students (i.e. a campaign team)



Social Media

- There are lots of social media websites that you can use for an online campaign



- You may want to create a separate page/channel for your campaign
- You may want to create a comms/social media plan
- On your social media pages/accounts, you can include a written statement, campaign photos, a digital campaign poster, videos, memes etc – the list can go on, and you can be as creative as you like!
- You can also post in Facebook groups etc – there are do's and don't's for this however, which we will provide more information about – a list of Facebook pages can be found later in this document.



Social Media

Facebook pages/groups you can post on:

[Fab n Fresh](#)

[UoB Virtual Neighbourhood](#)

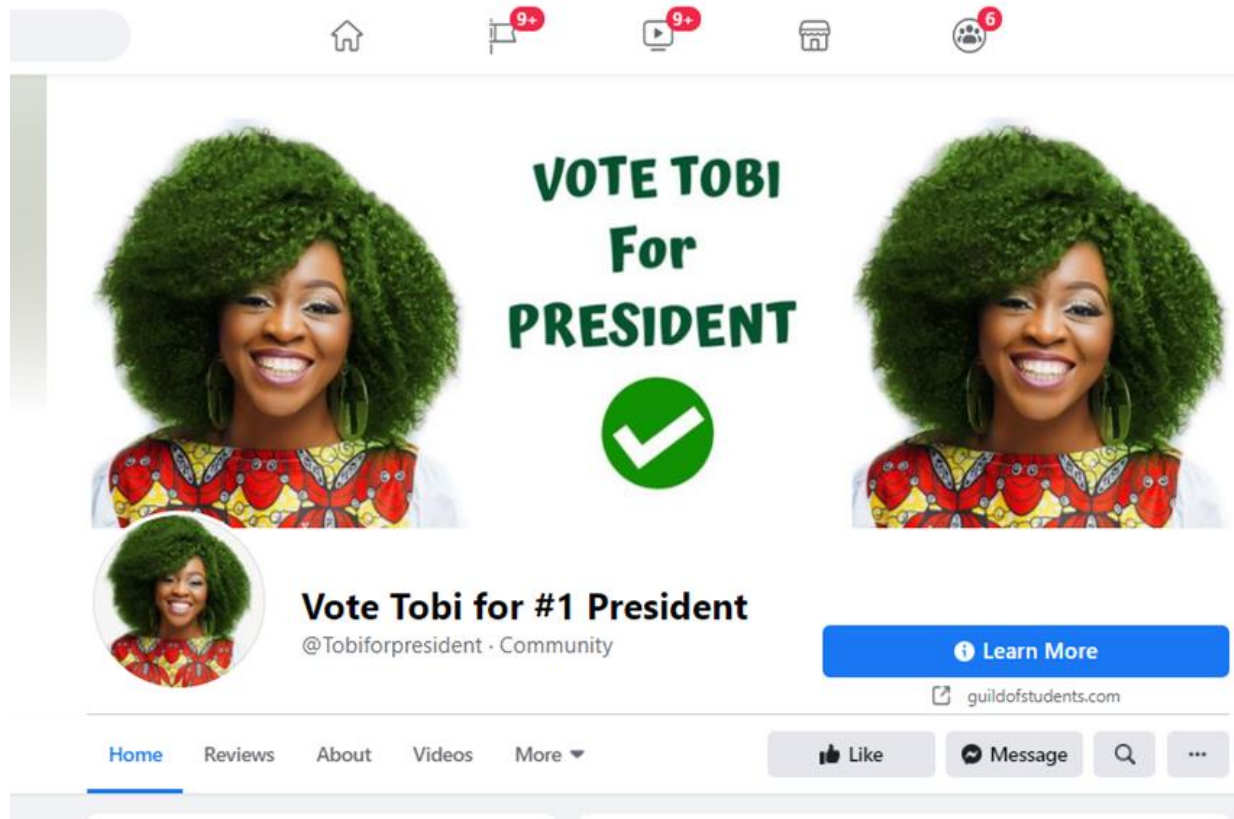
[Postgraduate Research Community Hub](#)

[PGT students at UoB](#)

[Guild Activist Network Group](#)



Example Social Media Campaign Page



Social Media Introduction Videos

[You can find an introduction to Instagram here](#)

[You can find an introduction to the Facebook app here](#)

[You can find an introduction to Tik Tok here](#)

[You can find an introduction to the Twitter app here](#)



Other Social Media Guidance Videos

[How to build an audience on Twitter](#)

[Twitter Ads tutorial for beginners](#)

[How to use Facebook analytics](#)

[Understanding Instagram insights](#)

[How to use Instagram insights in 2022](#)

[TikTok Audience Insights](#)

[Using TikTok analytics to improve your results](#)



Candidate Photos

- Along with a written statement, you must submit a candidate photo.
- Your photo doesn't have to be a professional photo – it can be a fun photo and/or selfie
- You can be dressed in a costume, you could wear a mask, you could be dressed in traditional dress, your photo could be a headshot, you could be doing a dance move – you can basically be as creative as you would like to be with your photo!
- If you don't prefer to submit a photo of yourself, you can submit a meme, drawing, avatar or something similar instead.
- The next slide shows some examples of what previous year candidates have submitted.



Candidate Photos



Digital Campaign Posters

You may want to think about:

- Campaign colours
- Character
- Catch phrase(s)
- Gimmicks

Free tools & resources you can use:

We would recommend using Canva for creating digital posters – it's free, easily accessible and really easy to use!

[You can access Canva on this link](#)

[Here is a Canva tutorial for beginners](#)

[Here is some guidance about making Canva designs accessible](#)

You can also use PhotoPea EG - [Photopea | Online Photo Editor](#)

You could also use GIMP, Inkscape, Microsoft PowerPoint, Microsoft Publisher, Sketchbook and/or Paint.

You can find lots of more tutorials on YouTube and the web in general!



Example Digital Campaign Posters

Re-Elect OLD JOJO for International Officer

Representing International Students and UoB Students on a year abroad

- 🔔 Global Community Bong: Living the Brum Life!**
 - IKEA trip at beginning of terms
 - University-led housing guarantor scheme
 - More international student socials
 - International Alumni Network - mentoring scheme
- 🔔 Serious Bong!**
 - Improve mental health support - culturally sensitive approach
 - More support for students going on a year abroad
 - On campus international careers/ further studies fair
 - Reduce international fee for year abroad/ year in industry
- 🔔 Fun Events Bong!**
 - Continue One World Festival
 - Celebrate cultural festivals with cultural societies
 - Continue global music rooms at Fab N Fresh



Your
Students' Union

University of Birmingham
guildofstudents

 @OLDJOJOUOB  @OLDJOJO HOME STUDENTS CAN VOTE TOO!



Example Digital Campaign Posters

VOTE RYAN 'GINGERBREAD MAN' GINGER

#1 FOR AEO

ACTIVITIES
INCREASED PROMOTION OF SOCIETIES - COMMITTEE SUPPORT
GROUP - STUDENT GROUP ONLINE FORM SUBMISSION -
IMPROVING SOCIETIES NIGHT - MEDIA GROUP FORUM.

EMPLOYABILITY
BETTER INDUSTRY SPECIFIC CAREER FAIRS AND TALKS -
NEW WOMEN IN LEADERSHIP EVENT - LOCKERS FOR
STUDENT STAFF - VOLUNTEERING RECOGNITION AWARD.

OFFICER
FORTNIGHTLY UPDATES ON WHAT I HAVE BEEN UP TO - CHOOSE
YOUR GRADBALL ACTS - CONSULTATION ON STUDENT GROUP
POLICY CHANGES - NEW JOES DRINKS DEALS (WINE WEDNESDAY)!

RUN RUN AS FAST AS YOU CAN, VOTE FOR ME I'M THE GINGERBREAD MAN!



Your Students' Union
University of Birmingham
guild@students



Example Digital Campaign Posters



VOTE
AFROZE
For Education Officer!

Afroze Zaidi-Jivraj is a mature, part-time postgraduate student who is committed to bringing about real, lasting change for all sections of the student body.

Facebook: Afroze for Education
Twitter: @Afroze4Education

*** CLOSING THE ATTAINMENT GAP ***
Actively working to achieve greater Guild and University support for students from BME and lower-income backgrounds.

*** FREE EDUCATION ***
Campaigning against the marketisation of Higher Education and working towards free education for all.

*** SUPPORTING PARENTS & CARERS ***
Ensuring better accommodation of the unique needs of postgraduate and mature students, particularly parents and carers.

guildofstudents



Example Digital Campaign Posters

To increase awareness of disability support services and networks available...

To continue the campaign against cuts to Disabled Students Allowance and other vital funds...

To challenge the current Welfare system and make it easier for disabled students to access the help they are entitled to...

To help disabled students on campus make the most of life at Birmingham...

guildofstudents

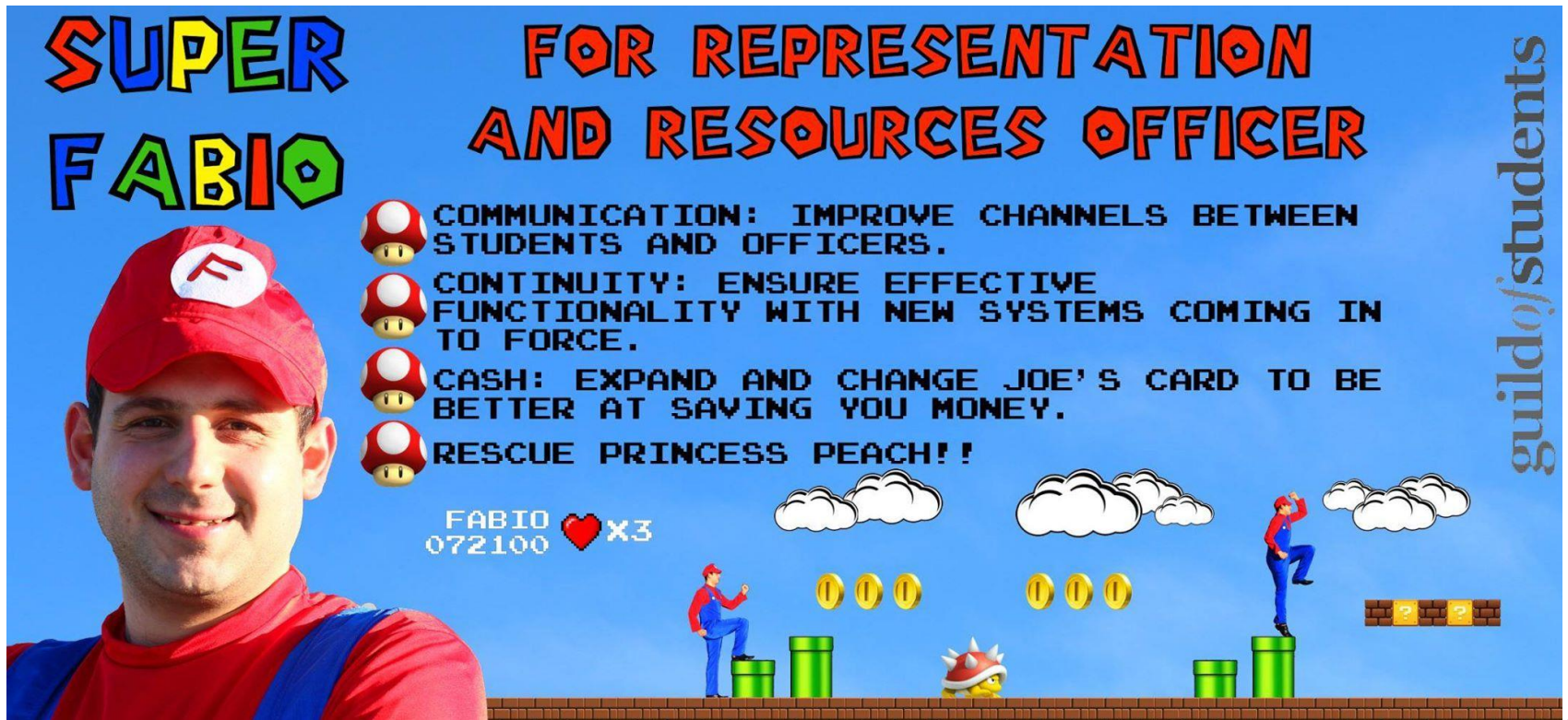


To end the stigma...

Vote Hayley for Disabled Student's Officer



Example Digital Campaign Posters



Example Digital Campaign Posters

The poster features a smiling man, Chris Wilkinson, on the right side. The background is red and yellow. The text 'Chris Wilkinson #1 For Education' is in a white speech bubble. The main logo 'Wilkybar KID' is in blue and white, with a 'New!' tag. Below the logo are three numbered points: 1. Own Your Degree (Text Your Rep, Feedback Friday), 2. Customise Your Degree (Transparent Module Choices, Better Joint Honours Experience), and 3. Maximise Your Degree (Get your lectures on Panopto, Personalised Essay and Exam Feedback). A Twitter icon and the hashtag #WilkyBarKid are at the bottom. Logos for 'Your Students' Union', 'University of Birmingham', and 'guild of students' are in the top left.

Your Students' Union
University of Birmingham
guild of students

Chris Wilkinson #1 For Education

New!
Wilkybar KID

1. Own Your Degree
✓ Text Your Rep
✓ Feedback Friday

2. Customise Your Degree
✓ Transparent Module Choices
✓ Better Joint Honours Experience

3. Maximise Your Degree
✓ Get your lectures on Panopto
✓ Personalised Essay and Exam Feedback

#WilkyBarKid

The Education's On Me!



Example Digital Campaign Posters

IZZY Jenga LENGA #1 Education Officer

Schedule Refresh Staggered deadlines
Greater support for religious students

Study Spaces Online system to book available study areas across campus, increasing spaces for individual and group work

Student Reps Student Rep Conference
Consistency of representation
Improve post-graduate representation

guild of students

find me online: [izzyjengalenga](#)

REBUILDING YOUR EDUCATION



Example Digital Campaign Posters

MR. STRONG

FOR WELFARE OFFICER

- Mental health campaigning
- Sexual health testing on campus
- Empowering liberation groups
- Supporting vulnerable students





VOTE
ROSS STRONG

 /VoteStrong2015 



Example Digital Campaign Posters

Vote Mermaid Millie #1 for your WCO!

Don't be Silly, Vote for Millie!

 **MENTAL HEALTH**

- Decrease waiting times for welfare appointments
- Guaranteed follow up
- Improve Postgrad welfare support and improve Postgrad Welcome Week

 **WELLBEING**

- More free exercise classes
- Pop up 'Lets Talk' sessions
- Access to sexual health testing on campus and increased sexual health awareness
- Expanding the 'Not On' Campaign

 **CRIME**

- Increase number of community wardens
- Lobby for University funding for the Selly Express to stay running

 **HOUSING**

- Comparison site of Selly Oak letting agents and landlords
- Help guaranteeing full deposit returns


University of Birmingham


 Mermaid Millie
 mermaidmillieforwco



Videos

Using videos is an excellent way of varying content on your campaign pages & helping your content to be engaging

You may want to:

- Introduce who you are
- Talk about your campaign
- Create a music video with a song – the song could be a song that already exists, or you could make up your own song



Videos

There are lots of free tools & resources that you can download and use:

[You can access OpenShot here](#)

[You can access VSDC Free Video Editor here](#)

[You can access Shot cut here](#)

[You can access Blender here](#)

[Video about the Top 5 Best Free Video Editing Software in 2022](#)



Videos

Tutorials for Video Editing Software:

[Here is a tutorial for Open Shot](#)

[Here is another tutorial for Open Shot](#)

[Here is a tutorial for VSDC Free Video Editor](#)

[Here is another tutorial for VSDC Free Video Editor](#)

[Here is a tutorial for Shot cut](#)

[Here is another tutorial for Shot cut](#)

[Here is a tutorial for Blender](#)

[Here is another tutorial for Blender](#)



Example Video



[You can watch an example of a candidate campaign video from an election in a previous year, here](#)

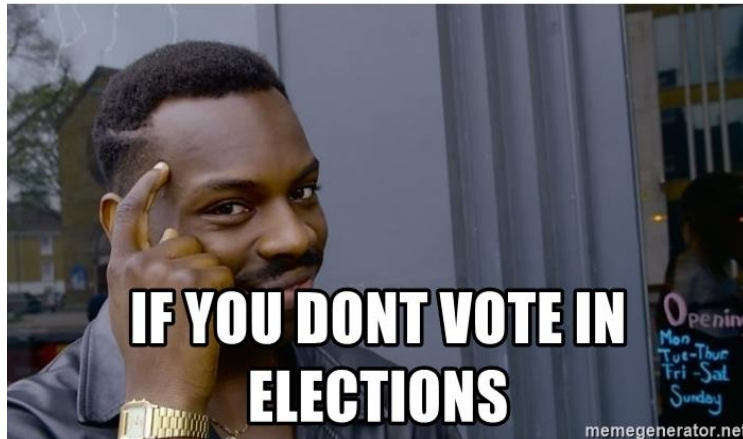


Memes

Memes are another excellent way of varying content, and including engaging content

You can also create memes using Canva

**CANT COMPLAIN ABOUT YOUR
STUDENT UNION**



**RE-ELECT POPPY
as PRESIDENT**



Things to Consider

It's ideal that your campaign, and any content that you create for your campaign is inclusive and/or accessible.

For example, you could:

- Say what your gender pronouns are (e.g. she/her, they/them) when you introduce yourself in a video, or in-person, to students (if you feel comfortable)
- Make your social media, campaign posters and videos accessible for students with different types of disabilities (e.g. using subtitles in videos, using alternative text for pictures – see the next slide)
- Talk to a variety of students on social media about your campaign (see the next slide)

For recommendations on resources to learn more about inclusivity and accessibility, you can come and talk to us about it – email elections@guild.bham.ac.uk to arrange a chat.



Accessible Social Media

Most social media platforms now have specific tools that will help you ensure your online content is accessible.

Some tips:

- Make sure you put ALT text on any images you post on social media.
- Facebook, Instagram, Twitter and TikTok all have in-built ALT text features within their scheduling platforms.
- If you're posting videos make sure they have subtitles.
- Use CamelCase for hashtags eg #GuildElections not #gildelections.

Suggested Guides

- [Dr Amy Kavanagh on writing ALT Text](#)
- [5 tips to make your social media more accessible](#)
- [How to add ALT to your social media platforms](#)
- [Video on making social media accessible for different types of disabilities](#)
- [How to add captions to your youtube videos](#)
- [Adding subtitles to your videos in Kapwing](#)



Other Advice – Student Groups You Can Talk To

- Disabled Students
- Ethnic Minority Students
- LGBTQ+ Students
- Trans Students
- Mature Students
- International Students
- Commuter Students
- International Students
- Postgraduate Students
- Medics
- Care Leavers

Many of these student groups feel that candidates don't talk to them during elections – although you may reach out to students with common interests, it's also important to talk to a wide range of students during campaigning!



Other Advice – Officer Advice

- Plan where and when you will post on social media
- Ensure you take care of yourself and take plenty of rest from social media!



Thank-You For Reading!

For more information about the content included in this presentation, or if you would like any of the content in a different format, please email elections@guild.bham.ac.uk

