

- Y U S U -
ELECTIONS
- 2020 -

Compulsory Candidate Briefing

What we are going to cover tonight

- Welcome!
- Timeline of the next few weeks
- Kelly Balmer - Policy Coordinator
- Campaigning Do's and Dont's
- Nick Glover - Deputy Returning Officer
- Election Rules
- Student Media
- Advice from current Sabbs
- Support and Wellbeing
- Questions

Welcome!

Ben Vulliamy
CEO



WEEK 5 - DEVELOPMENT WEEK

Monday 3rd	Tuesday 4th	Wednesday 5th	Thursday 6th	Friday 7th	Saturday 8th	Sunday 9th
Manifesto Development 4-5pm SLB/210	Digital Campaigning 4-5pm SLB/005	Physical Campaigning 4-5pm SLB/005 Deadline for Nouse Submission	Banner Making 1-5pm YourSpace	12pm Deadline for all nomination submission (see next slide)		
		YSTV 60 Second Manifesto Filming	YSTV 60 Second Manifesto Filming	YSTV 60 Second Manifesto Filming		

Required by Friday 7th Feb 12pm

- Photo
- Manifesto - starting with 3 summary bullet points
- Blurb
- [Candidate Eligibility Form](#)
- [Quiz contribution for Sabb candidates](#)
- [Candidate diversity form](#) (not compulsory)

WEEK 6 - CANDIDATES ANNOUNCED

Monday 10th	Tuesday 11th	Wednesday 12th	Thursday 13th	Friday 14th	Saturday 15th	Sunday 16th
	Candidates Announced by Nouse Deadline to send Nick the names of your campaign team (n.glover@yusu.org)	Online campaigning begins 9am URY Candidate Interview Night & Candid Chats 7pm URY Studio & Vanbrugh Arms (Physical campaigning allowed in the event only)	Debate Night 8pm D-Bar			

WEEK 7 - VOTING AND PHYSICAL CAMPAIGNING

Monday 17th	Tuesday 18th	Wednesday 19th	Thursday 20th	Friday 21st	Saturday 22nd	Sunday 23rd
Physical Campaigning Begins 9am	Morning Briefing 9:30am YourSpace	Morning Briefing 9:30am YourSpace	Morning Briefing 9:30am YourSpace	Morning Briefing 9:30am YourSpace	Results Night 7pm Roger Kirk Centre	
Voting Opens 12pm				Voting Closes 12pm		

Kelly Balmer

Policy Coordinator

Campaigning: Don'ts

- Use sellotape or blue-tac to attach your posters and banners to University property.
- Use chalk or paint to write on University property.
- Use copyrighted material. Candidates are, however, free to use whatever artistic license they choose and must bear in mind that they alone will bear responsibility for dealing with any consequences following the use of copyrighted material.
- Do anything on social media that could be considered spamming or abusing any single third party social media group.
- Pull down or cover up other candidates campaign materials.
- Forget that online and physical campaigning is limited to between 9am and 10pm this year.

Campaigning: Do's

- Make your campaigning accessible. Have a look at these two useful guides:
 - [Making your campaign accessible to disabled students](#) by past Disabled Students Officer Chloe Hann
 - [Accessibility Guidance Posters](#)
- Consider adding Content Warnings when posting online about potentially triggering topics.
- Respect staff decisions when campaigning in colleges or departments regarding space and where is suitable for campaigning and posterage to take place. If in doubt please get in touch with the relevant staff.
- Be aware of the family-friendly nature of the campus when deciding what to put on your posters.
- Accept the fact that all your posters and banners may not survive the whole campaigning period. As much as we work with the Estates team and others to stop them being pulled down, we can't 100% guarantee they will stay in place. After all, they will be outside in winter, so the weather may take its course.
- Use non-marking methods of putting up your campaign materials such as string, white-tac and cable ties.
- Consider making a campaign social media page and keep your personal page separate.
- Actively report any third party that endorses you (which is against the rules).
- Remove your posters, banners and any other campaign material at the end of the election period. Bring them into YUSU to be displayed or recycle them!
- Be kind to your fellow candidates.

Nick Glover

Deputy Returning
Officer

RULES: Campaigning

- Not too early, prepare your campaign stuff, but don't canvas support until the **12th Feb.**
- Who's on your team (just names) - by the **11th Feb**
- You are responsible for your team's actions, brief them on the rules!
- Open and accessible methods and platforms to get your ideas out
- 9am start and 10pm cut off - take a break - and no 'club campaigning'
- Physical campaigning - anything in person - avoid glass surfaces and visibility strips.
- Nothing too offensive.....think of the children.....
- Disclaimer (Pg6 of the Rules - 'Online campaigning') on all social media groups and pages
- Your personal social media accounts must adhere to these rules and comms to 3rd party social media groups is allowed - as long as they are public.
- You can't use mailing lists or social media pages/groups you have access to as an Officer (Chair, Pres, Rep etc).
- GDPR - you may create your own list for campaigning, but it must be opt-in and you must obtain it directly.

RULES: Media, Publicity and Endorsements

- Don't give interviews or statements about your campaign - if published before **12th Feb**
- If you are a student journalist, don't make reference to your campaign in your work
- All campaign materials must comply with Election Rules
- Don't mess with other candidates' materials and remove or move your stuff if asked

Endorsements

- No endorsements by non-members, student groups, orgs, or anyone holding a position within YUSU - whilst in their capacity as a position holder. Folk may endorse you in a personal capacity
- No use of YUSU resources - e.g. YUSU accounts, staff, Officers or buildings - aside from those dedicated to all candidates
- YUSU Socs, Clubs, Committees and Networks can distribute messages Re the elections - but only to encourage participation, not in support of particular candidates
- We also do not allow candidates endorsing other candidates (slating)

RULES: Budgets, Voting and Breaches

- £30(Sabbs) and £20(PTOs/Faculty Reps) max - keep your receipts for reimbursements
- I will approximate the price of items (if not purchased) - to calculate expenditure
- Items available to any candidate do not need to be accounted for

Voting

- No bribing, providing of voting platforms or interfering with folk at the point of voting

DRO and Sanctions

- I'm the complaints person - but I'm hoping to be quiet this year. The NUS will sign off the elections and provide advice on procedure or discipline, should I need it.
- Let's talk - informal stage! All formal complaints must be submitted no later than the close of voting
- Sanctions are at my discretion - I will decide what is reasonable and proportionate based on evidence
- Sanctions include: public apology, retractions, suspensions, disqualifications



Student Media

Nouse, URY and YSTV



Advice from Current Sabbs



Tips “ How we got through the week”

TOP TIPS FOR CAMPAIGNING

Make sure posts are accessible
(eg with a description!)

Talking to people is best! Ask them questions and take
their views on board.

Use your cardboard strategically, go for bulk and get your
name out there.

Do something eye-catching!

Do the things which suits you best, whether that's public
speaking or social media.

Buddy up with other candidates if you're nervous about
lecture shout-outs etc

TOP TIPS FOR WELFARE

Make sure you sleep and eat
(but avoid caffeine and sugar overloads).

It's not the end of the world if you don't win.

Go to the candidate space to relax to hang out with other
people who get what you're going through!

Get to know the other candidates and be friendly!

Don't stay on campus too long.

Surround yourself with good friends and give them a head's
up that you're going to have a tough couple of weeks.

Have some time for being off social media!

SUPPORT AND WELLBEING

- Candidate Workshops (all through Week 5)
- The [Candidate Hub](#) and [YUSU Elections Information 2020](#) Facebook group (join for workshop updates, events and tips)
- Effy, Ollie and Samara, and each other!
- Candidate 'Space to Relax' (all through Week 7) with some free food...
- Laura's morning briefings (through Week 7)
- Nick Glover (DRO) and YUSU's Advice and Support Centre (ASC)

Any Questions?