

How to campaign and not spend any money

The only elections where money can be spent towards an election campaign are the full time SU Officer elections.

You may campaign in other elections, but you **MUST NOT** spend any money in doing so or do any campaign methods which are not free e.g. creating posters and flyers.

There are still several things you can effectively do to promote yourself which do not cost any money.

If you are thinking of standing for election and want to know how you can improve your chances of success, here are some tips and ideas you might like to think about.

Use Social Media

Use of social media is really popular during elections. Tell your contacts why you would be a great candidate; get people to change their profile picture to a message to encourage their contacts to vote for you, upload pictures, start a group or a page etc. See if you can get your name trending on Twitter, create your own webpage, use QR codes, whatever you think will reach out to your fellow students. Remember that any online campaigning through social media is still subject to The SU's Election Rules.

Make a Video

It's common for candidates to create a quick video showing themselves talking about why they would be the best to put on social media. Some candidates have sung along to favourite songs or copied famous movie scenes. You can even use a free video editing app such as CapCut to rearrange the video clips on your phone!

Organise Hustings

'Hustings' is a term used in elections to describe an event where all the candidates get together to answer questions from the voters. You can do one in your club or society at one of your regular meetings or events. It's a great way to see what the other candidates are talking about and to sell yourself.

Talk to Voters

Engaging with the electorate directly is the best way to get people onside and remember to vote for you.

Get Your Friends Involved

Your friends can be an excellent network to encourage their network of friends to vote for you as well. University is a relatively small place and everyone is connected through friends, cohorts, club and society groups, etc.

Remember, any campaigning activity you do must be within The SU's Election Rules.