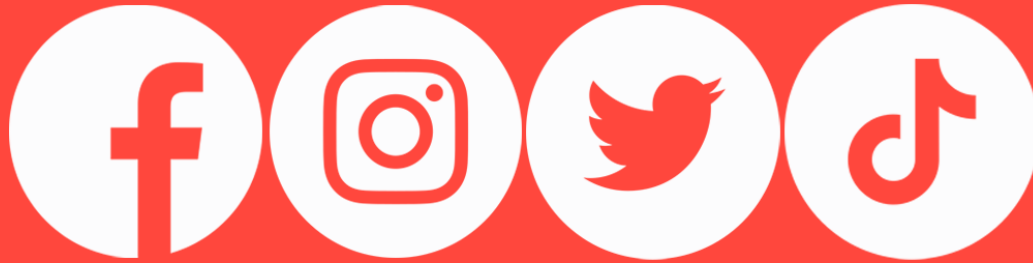# A guide to marketing your campaign

Before we start...

Make your campaign reflects you to ensure everyone knows what you stand for.

Your online campaign should reflect both your personality and your manifesto. Ask yourself the following questions:

- What do you want people to think about you?
- What do you want to represent as an officer?
- What will your leadership style be like?
- Why should people vote for you?

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Once you've answered those questions, you're ready to get going ...

In this training, we will cover:

- Creating a campaign
- Planning
- Social Media
- Resources available to help you

Creating a campaign

How are you going to reflect yourself to other students?

- Language
- Colour schemes
- Tone of Voice
- Type of campaign

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Language:

- Students in Bath have a whole host of first languages. Ensure that what you're saying is accessible, inclusive and easy for everyone to understand.

- Please try not to offend anyone; firstly it won't get you very far and this also reflects badly on The SU as an organisation
  - The rule of thumb here – if you have to think twice about saying something, it probably shouldn't be said

- Think about the purpose of your content
  - Try not to cram all of your manifesto onto one poster/social media post. Make use of URLs to bring people back to your manifesto

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Colour Schemes

The way you display your campaign should have a rationale and give some insight into you as a candidate. Try and pick a colour scheme/font/design style that represents you and has an association with your campaign. Here's a few examples:

Red	Passion, Energy, Excitement
Purple	Sophisticated, Mysterious, Elegant, Spiritual
Blue	Dependable, Confident, Trust-worthy, responsible
Yellow	Positive, Motivational, Creative, Happy
Orange	Fun, Playful, Exuberant,

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Type of Campaign

- Thinking about how your type of campaign will represent you is also important.
    - For example, if you have an environmentally-friendly manifesto, consider how you can make your campaign environmentally-friendly too

- Consider where you're going to be campaigning
    - Make sure that you have the time and resources to be able to do everything you plan. Elections week is a busy time, and sometimes taking on too much can be detrimental to your mental health and dilute the message of your campaign. We always recommend picking 2 or 3 campaign tactics and doing them really well

- A different campaign really does stand out
    - The most memorable campaigns are ones that stand out from the crowd and make an impact. Think of interesting and relevant ways to promote your campaign.

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Planning

You have your campaign ideas down, but what now?

- Planning the campaign
- Comms planning

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Planning the campaign

- Project Management software is your best friend – use whatever works best for you!

- Always over-estimate how long things take
    – It's never going to take you just 5 minutes to do something – think of tasks in blocks of 20 minutes, this gives you a little bit of leeway if you need it!

- Scope it out from the start
    – Nothing's worse than a last minute panic – work out what you need to do at the start to make it less stressful during elections week

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Comms planning

- This is one of the easiest ways you can take some stress out of the campaign
  - Comms planning allows you to figure out what you're going to post and when

- Whatever social media platform you use, you can make a spreadsheet/word document containing the text and images
  - When we're planning comms, we usually include what we're going to write, what image we're going to use and then also when we want to send it out. That way, even if you can't schedule it you at least know what's going on and when

- Ask your campaign team to help you out
  - On Facebook, they can make a real difference by sharing and commenting on your content
  - On Instagram and TikTok they can help by commenting, saving and sharing your posts
  - All of these will help your content to appear higher up people's news feeds

Social Media

How can you use social media during the campaign

- Platforms available
- 'Rules'
- General Advice

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Our Socials

During Elections Week, we will be using these platforms to promote the general spirit of elections

- Instagram
    - We will try our best to repost as much content as we can, however our focus is on promoting the spirit of elections
    - We will try to be as fair as possible with content however cannot always guarantee equal representation
    - Our main focus is candidate profiles/media stuff/voting Initiatives

- Facebook and X
    - On Facebook and X we will NOT be sharing out any campaign material from your pages, however we will post one minute manifestos.
    - This will be a place to promote who is running, and when and how you can vote.

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Platforms available

- You can promote your campaign on whichever social media platforms you choose
  - We find that Instagram is a really great way to engage with students, however if you want to use something new, go for it!
  - Tik Tok is perfect for you to show personality and be creative and seems to be really popular
  - Please be mindful that The SU does not use Snapchat so will be unable to share any content directly from this platform.
  - Facebook may have lower engagement but please don't ignore – if you have the content then go for it!

- Any budget you use for social media MUST expensed
  - This is to ensure that you don't break elections rules by overspending – it can be quite easy to do this so make sure you plan out your daily budgets and timings if you're using paid social media posts

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TikTok

- We have a TikTok account which we are still building a following on. We will share a minimum of 1 TikTok per candidate for those who will be using it. This is optional.

- You will be sent details of what we need from you once nominations have closed.

- We may share more from you if the videos are particularly creative.

Instagram

- We're offering you the chance to send through 3 slides for Instagram stories that we will share for you over the campaign period. This can include links to your social or manifesto. It's only 1 link per slide though!

- You will be sent full details once you have submitted your nomination, but you can start planning the content now!

- The more creative the better!

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Content Creation: Copyright

- The SU has recently lost money because of copyright infringement.
- Most of the time, the infringements are accidental, but they come with heavy financial consequences.
- When making any publishable content for social media, please be mindful to use artwork and images that you own, or that are royalty free – images taken straight from Google are often not royalty free!
- You can find useable images on websites such as Unsplash and Pexels.
- Alternatively, you could do an Advanced Google Image Search.

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'Rules' – Important but necessary

- Election rules still apply online
    - If you or anyone in your campaign team violates election rules online then this will be taken in the same tone as physical campaigning

- Remember, you're representing yourself and The SU
    - Anything you say in your capacity as an officer candidate is a direct reflection on our organisation, so make sure that anything you say complies with our community standards.

- Check anything you are unsure about
    - If you are ever unsure about anything, you can check out our Election Page Rules online: https://www.thesubath.com/elections/rules/

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'Rules' – Important but necessary

- Ask group admins before posting

    – Remember that permission should only be sought after the candidates are announced and online campaigning has began. Otherwise this would be seen as early campaigning!

    – You're allowed to post in Facebook groups for clubs and societies however please make sure you have permission from the admin .

    – You must post independently from any group you're an admin of. To be safe, we recommend removing your admin privileges for the week. The group itself however can still post about you.

    – We have introduced the new endorsement rules which you should already know about! You can check anything relating to rules by following this link: https://www.thesubath.com/elections/rules/

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Other tips

- Encourage discussion and respect opinions
  - Be mindful of the election rules and the University's Dignity and Respect Policy

- Stay off the anonymous pages
  - As an SU, we do not like to associate with these pages so therefore please consider whether they are an appropriate platform for campaigning.
  - We'd also recommend you personally staying off them, perhaps instead consider allocating one person in your campaigns team to keep an eye on it

- Check in with each other
  - Campaign week can be intense, so make sure that you're checking in with each other. If you see something that may affect someone, just drop them a message or alternatively ask a Deputy Returning Officer to check in

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Wellbeing

- We take wellbeing very seriously and will be releasing a public statement before candidates are announced reminding students about our community guidelines and behavioural framework.

- If you see ANYTHING untoward about any candidate, please report this as it will be dealt with very seriously.

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Candidate Profiles

- Every Candidate will be given a Candidate Profile page on the SU website.

- You will be given a time slot to come and check your page prior to it going live.

- Please really think about the photo you choose as Marketing will use this across multiple channels.

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Final Thoughts

We're happy to book in one to one sessions to help with anything marketing and comms related. We can't advise on specific campaign ideas, but can support with the 'how to' type questions.

Please contact: **sumarketing@bath.ac.uk**