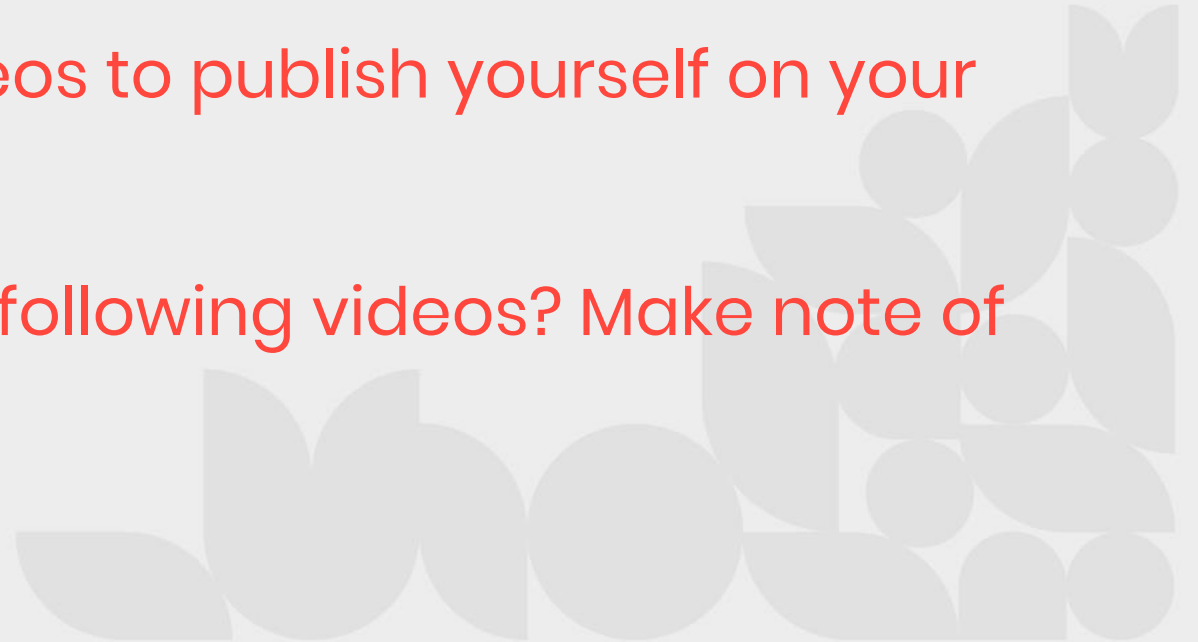


Tips for Online Campaigning



Campaign videos

- We'll ask you to prepare a 1-minute video to compliment your manifesto.
- There are a range of ways to do things... but just remember to be yourself!
- You can also produce longer videos to publish yourself on your own channels.
- What is good and bad about the following videos? Make note of some dos and don'ts.



Online campaigning – key things to remember

- Be original
- Don't spam
- Make it visually pleasing
- Make it accessible
- Consider your audience
- Plan ahead for posts
- Remind people to vote!
- Ask permission before posting in groups
- Weigh up the amount of time/effort you need to spend on online campaigning



Social media content

You could...

- **Schedule** manifesto highlights
- Do fun facts or profile pieces
- Have reminders of voting times

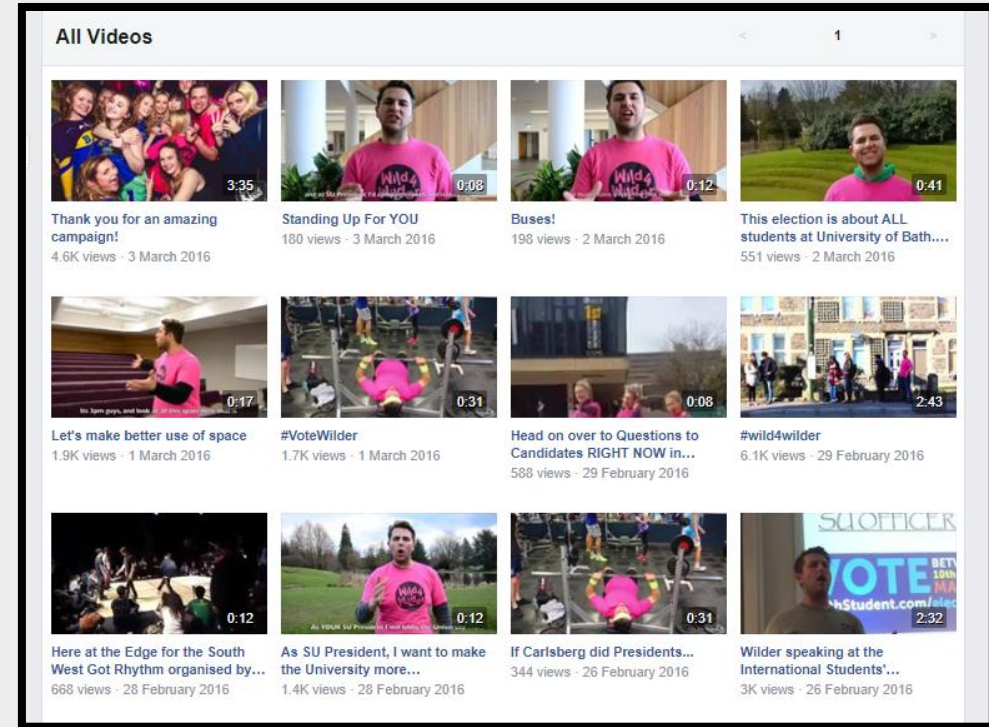
Think of...

- New & original ideas
- Which videos get the most engagement...
- Using promoted posts
- Which groups to target



An Example:

James – President candidate – Bath 2016



**If you have any questions – please
send us an email at:
sureturningofficer@bath.ac.uk**

