

Mastering Digital Campaigning

As part of your campaign you may want to use a number of digital tools to help students get to know you and your manifesto; this guide is intended to help you out! There will also be a more in depth campaign training offered, which we highly recommend attending alongside reading this guide.

SOCIAL MEDIA

Pick the right platform.



Instagram and TikTok are great for **driving awareness** with quick and creative photos and videos – short form content greatly increases your reach by pushing your campaign organically onto people outside of your audience.



Facebook is good for **community engagement** – chances are you have a message you want to communicate directly to student voters, and by curating that amongst a close community you can drive powerful engagement with your peers.



X is best for gaining **insight and inspiration** – you can easily see the topics and conversations that interest students, and even run polls that could help you understand further.



The Students' Union can help you put together a video of yourself promoting your campaign, which we will then promote on our social media channels. This will give you a chance to **showcase your personality** alongside your manifesto and draw students in.

You should also consider if you want to use your own social media accounts for the election, or if you want to create new election-specific social media accounts. There are pros and cons to both options.

If you use your existing social media accounts, you will easily have access to your existing network of friends and peers for promotional purposes. However, you will likely have to digitally 'clean up' your accounts after the election by removing elections posts and people added during your campaign.

If you choose to set up new accounts just for the election, then you will need to make sure that these are deleted or archived afterwards, and will need to build up a network from scratch, but you will also have a clean slate entirely focused on your election campaign.

However you choose to promote yourself on social media and elsewhere you should ensure that you adhere to the Election Regulations which are available to read on the [Candidate's Hub](#).

The Power of Connecting

Spread The Word

Ask friends and peers to spread the word about your campaign by sharing your content.

By utilising your own network you can reach students who might not be aware of your campaign or the elections as a whole and get them on board with voting – including voting for you!

Start a Conversation

A big part of being an officer is speaking to students about their needs and sharing how your work helps them – so why not start now?

It can be daunting approaching someone you don't know, but it will allow you to get your face and name known by students, give you a chance to make connections with them, and allow them to ask you questions about your campaign that they otherwise wouldn't be able to.

Be Authentic

People tend to respond better to posts on social media and advertisements that seem authentic, rather than just trying to sell them something.

Think about how you can showcase original and organic moments of your campaign; perhaps a photo of you talking to students or putting up flyers, or a look behind the scenes at crafting your campaign materials – something that shows the person behind the catchy slogan or fancy posters!

Working With the Web

First Impressions Count

Make sure your candidate photo is a high-quality image taken in a well-lit area with a plain background that doesn't distract from your face – the candidates want to see you, not what's behind you!

The Students' Union will be offering sessions for you to get your headshots taken, and these can be used in a variety of ways including your official candidate photo, social media, and flyers. You can find out when and where to get these taken on the [Candidate's Hub](#).

If you ever find your images are too large in file size to upload, you can compress them using [TinyPNG](#).

Free Digital Tools

There are plenty of tools available for you to use to create and improve your campaigning materials.



You can use [Canva](#) for all your content and design needs.



[Adobe Spark](#) allows you to create graphics, web stories, and animated videos.



[YouTube](#) has lots of videos of former student officers campaigning, including videos of things like speeches, promotional adverts, songs, and even flash mobs – feel free to use them as inspiration!