

01
Planning your online
Campaign.



04
Get creative

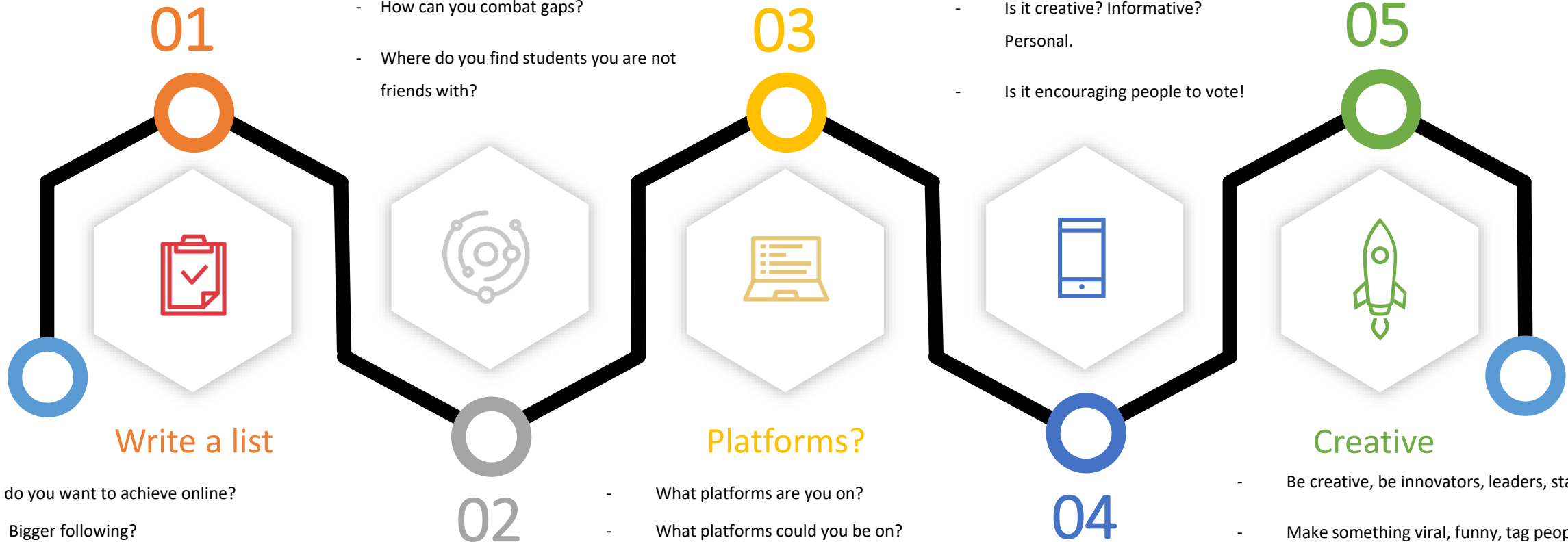


03
Rules



02
Social Media
platforms





Who follows you?

- What is your current reach?
- How can you combat gaps?
- Where do you find students you are not friends with?

Engagement

- Would you interact with your post if it wasn't you?
- Is it creative? Informative? Personal.
- Is it encouraging people to vote!

Creative

- Be creative, be innovators, leaders, stand out.
- Make something viral, funny, tag people in your stories, ask questions, polls.
- You are the early adopters, you have already made that clear by standing, now show us what you can do.

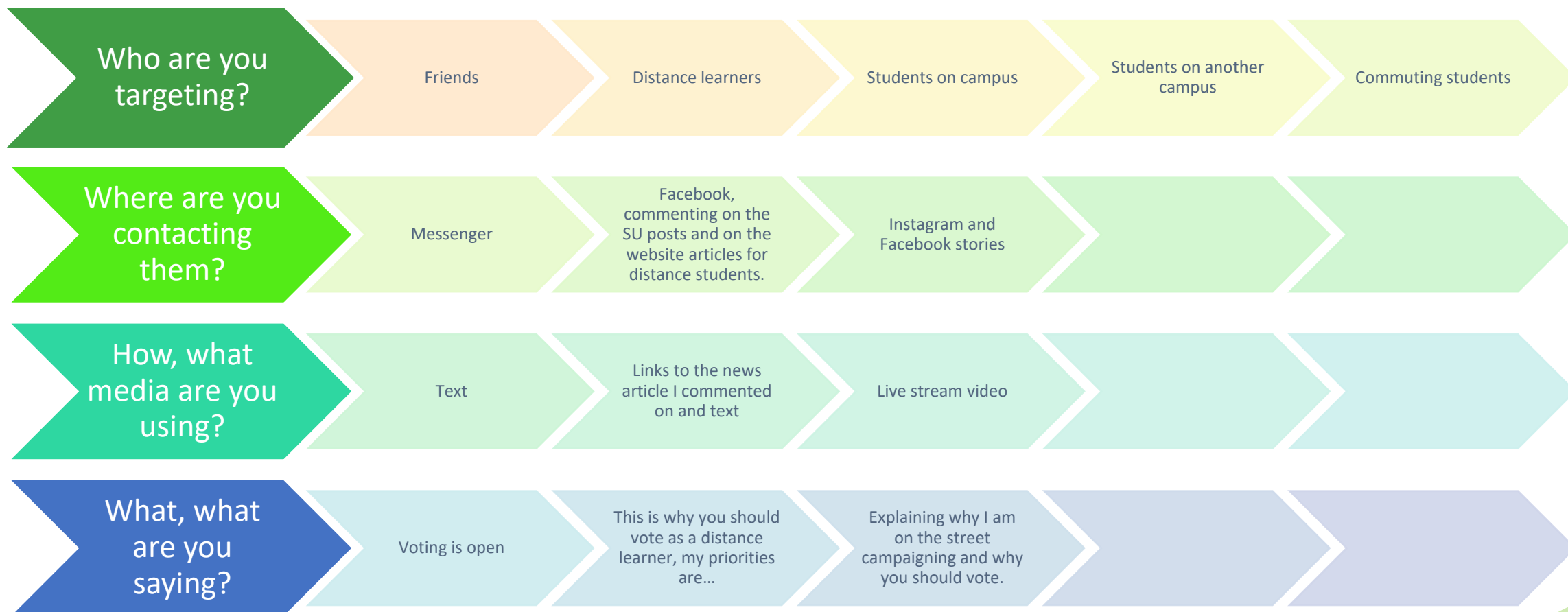
Write a list

What do you want to achieve online?

- Bigger following?
- Students reading your manifesto?
- Students voting from your pages for you?
- Engagement, sharing of your posts?
- To be seen?

Platforms?

- What platforms are you on?
- What platforms could you be on?
- Can you gain an impactful personal following?
- What platforms is the SU already on?



IF you are selecting to use a video, photo, animation or other media... also write this as a note.

e.g. I need to prepare:

- 1 30s video with my three priorities
- 1 60s video explaining why I think all students should vote.



Tasks				Voting Week								
	11th	12th	13th	14th	15th	16th	17th	18th	19th	20th	/	/
Task 1: Create 30s video with my top three priorities												
Task 2: Contact all friends/ acquaintances and inform them you are running, ask for them to post support and link to voting.												
Sub task A: put up an Instagram story that voting is open												
Sub-task B: put up a post on Facebook that voting is open												
Sub-task C: message friends when voting is open												
Comment on SU Facebook posts												
Do a live Instagram Video												
SOMETHING CREATIVE												
Post on all platforms voting closes in 24 hours												
Attend results night												

Facebook Groups

Joining ARU 2017/18 – 2018/19 – 2019/20

Benefit, direct communication channels with ARU Students. Downfalls, spam them and you will be removed, they tend to become inactive the further back you go.

Twitter

11,000 + followers

Benefit, good platforms to tweet Academic plans, all Election updates will be posted here by ARU SU.

Downfall, very much a one way communication stream.

Instagram Stories

Your best opportunity to get things shared virally is to encourage others to put your Instagram content/ stories in their stories and tag someone else.

This only gets engagement, a Link In Bio to www.angliastudent.com/vote will then encourage action.

Main feed

3,500 – 4,000 Followers

@AngliaRuskin_SU

@ARU_societies

@angliaruskin_retail @angliaruskin_92

YouTube

218 subscribers

Benefit, creative opportunity to make something shareable, innovative, fun. Can be shared easily to other platforms.

Downfall, little to no existing community.

Snapchat

Benefit, great personal place to get your friends at ARU voting.

LinkedIn

Benefit, students who may not be on other social media can often be found here. Good place to write seriously about what you plan to do with this role.

Facebook

In one week our posts on Facebook reach up to 5,000 students, our engagement upwards of 2,000 and as of now we have over 11,500 followers. Your individual Facebook pages are likely only contacting your friends.

So, how can you use our following? It's simple comment on our posts, share from our main page, and you will be seen by our following. On a post that tells students to vote, comment with your top priorities, or why someone should vote for you.



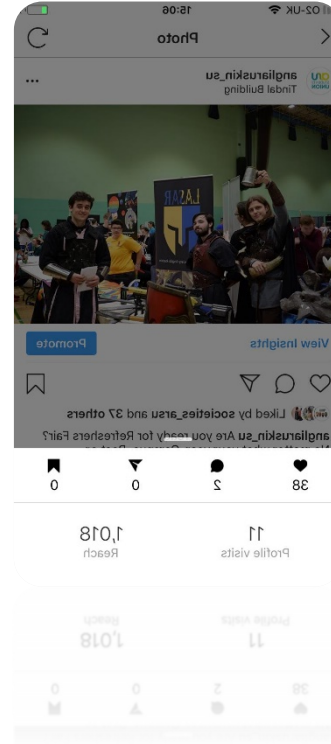


Instagram

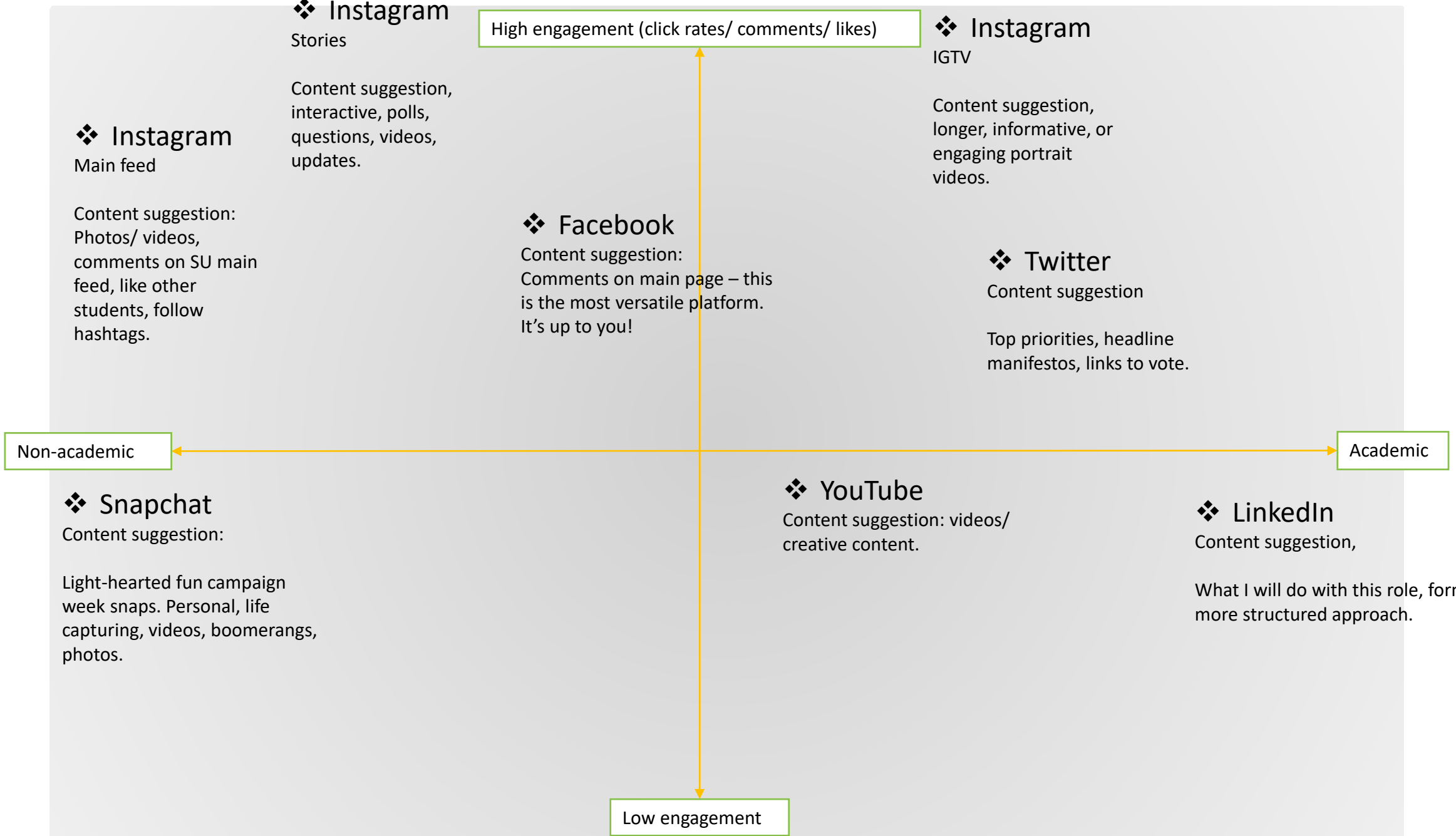
Link's do not work on Instagram. So make sure your profile is linked to the voting page or your manifesto.

Tag in:

- @AngliaRuskin_SU
- @aru_societies
- @angliaruskin_retail
- @angliaruskin_92



You can tag us in your content but we wont publish to our stories and we won't like your content during the election.



Copyright Law

- You MUST make sure you are free to use and share images if you did not take them yourself, or the union is open to being SUED (bad times!)
- If you didn't take the picture yourself, if it wasn't commissioned specifically by the SU, or if it wasn't distributed for use by the SU, you must ask for permission from the person who took the picture as, in law, it is their intellectual property or the property of the organisation it was produced for. It is also important to credit the person for their work if they do grant permission.
- Don't panic: if you don't have a relevant picture there are places you can go for copyright free images. [Pexels.com](https://www.pexels.com) and [Unsplash.com](https://unsplash.com) – These are great websites which provides copyright free images and you don't even have to attribute them.

Always be kind! Check the social media guidance on the website for 'best behaviour online'. You don't want to risk disqualification due to a silly mistake online.



Keep your personal views separate to your campaign views.



Be inclusive we have around 20,000 students between Cambridge, Chelmsford and Peterborough.

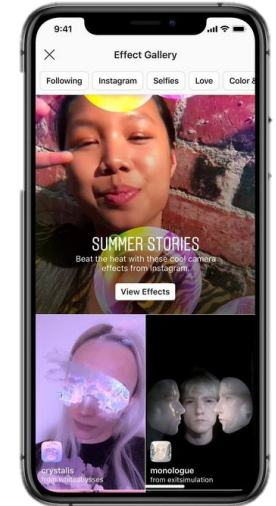
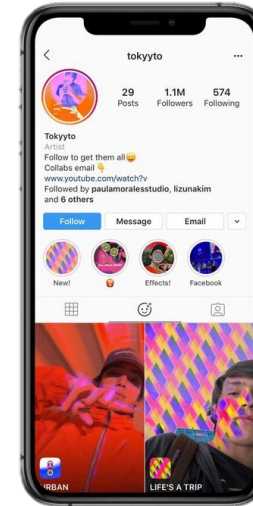
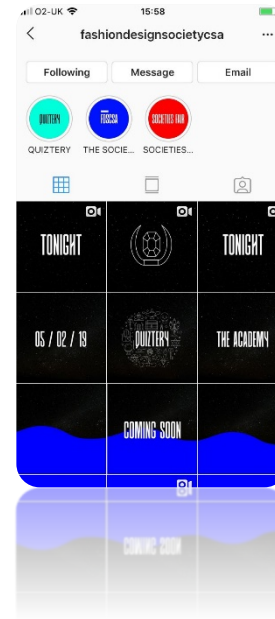


Always remember you are addressing an audience who may live different lives to you. Be considerate, inclusive and accessible in your content.





Get Creative



Top Tips:

- Be shameless, tag your friends, class mates in the www.angliastudent.com/vote posts.
- Be creative, you are innovators take a look around at content you like! Recreate it.
- Be kind, not only can you be disqualified for negative behavior, there is such thing as bad press the slogan is wrong!
- You don't need to set up new accounts for everything – but you should comment on the main ARU Students' Union posts to help reach students you wouldn't usually speak too.