

# elections 2011: campaign rules

Thursday 17<sup>th</sup> February 2011

*We know that running an election can be hard work, and we want to make it as fair, and easy for every candidate as we can. We have set out as many guidelines as we can think of to make sure everyone understands what they need to do to run a good campaign.*

**Every candidate should follow us on twitter at @saelect to keep up-to-date with anything and everything to do with elections**

## **How to run a good campaign: some quick tips**

- Pick a good campaign team – it's also useful to set up a secret Facebook group or email thread to keep in touch with everyone on your campaign team, and keep them updated
- Use a variety of different mediums – eye catching posters, an online presence
- Put yourself out there – chat to people and persuade them why you would be the best person for the job
- Make sure you have a few key, achievable policies – what sets you apart from the other candidates?
- Have fun, and don't stress about elections too much. A relaxed and happy candidate is much more likely to get people to vote for them after all...

## **How to work out your election budget**

- Everything you spend needs to be recorded and deducted from your budget (£35 for candidates, £100 for sabbaticals) so make sure you keep every receipt!
- The Elections Team will keep a record of your budget in the Elections Office. Whenever you spend any money, you need to come into the Elections Office and have a member of the Elections Team sign it off so we can keep track of how much you've spent so far

## **How to print publicity**

- You don't have to use the union General Office to print your publicity (we suggest you do, as it is by far the cheapest option) so if you have used an external company make sure you bring us the receipt, and the printed publicity for us to validate
- Once you have designed, paid for, and printed your publicity in the General Office, just bring the receipt up to the Elections Office and we will take it off your budget and stamp it. Simple!

Elections – our principles...

## **1. Elections should not disturb others, or bring the election process into disrepute**

Halls of residence

- Halls are peoples' homes, and we don't want to intrude or annoy students in their own homes
- Candidates are not permitted to disturb residents at dinner or request that they are allowed to address the dining hall
- Hall hecklings will be organised by the election committee for sabbatical candidates only – please don't get in touch with Residence Managers or wardens individually, we will let you know when the hecklings are
- Candidates are allowed to display publicity (e.g. flyers, posters etc.) in halls of residence, but are not allowed to flyer individual rooms or flats

Lectures and seminars

- No disruptive or organised campaigning in lectures, seminars, or lab classes
- Candidates may not request to speak before or after lectures, or use the lecture theatre as a vehicle for campaigning – this just annoys people, and interrupts teaching time
- No member of University staff may publicly endorse any candidate

#### Library

- Candidates can hand in one poster to the library staff for display in the library foyer
- Candidates are not allowed to campaign actively in the library (including flyering desks, or handing out publicity material in the building itself)

#### The union

- Candidates are permitted to campaign within the union bar, however they should not cause any disturbance or nuisance to paying customers
- No active campaigning will be allowed inside the union building on voting day, as it's a polling station
- Candidates should submit one poster to the Elections Team, which will be displayed in the union building. Candidates are not permitted to put up any other posters inside the union building.

## 2. Selling yourself: publicity guidelines

- No publicity should contain anything offensive (the Elections Team will determine what constitutes as offensive)
- All printed publicity will be validated by the Elections Team
- Anything you use to 'create publicity' you do not need to declare as part of your budget – for example pens, paper, glue, scissors, glitter, string, Sellotape, and paint and face paint do not need to be included in your elections budget
- Your budget can only be used to publicise your own campaign – you cannot advertise other candidates on your publicity
- We suggest you get your publicity checked with a member of the Elections Team before you print it!

#### Posters

- No larger than A3 for sabbatical candidates, and a maximum of A4 for all other candidates
- Every poster you print must contain the date of the election, and an encouragement to recycle – other than that, anything goes!
- Posters for all AU positions must contain the saints sport logo

#### Leaflets/flyers and stickers

- Every flyer must contain the date of the election and an encouragement to recycle
- Every flyer for all AU positions must contain the saints sport logo
- If you want to use stickers, the best thing to do is buy your own stickers or labels and print directly on to them (the cost will then be deducted from your budget). You can put anything you like on your stickers, and we can do this for you at the union.

#### Banners

- If you want to make a banner you can
- This will be deducted from your budget at a blanket price of £7.50 for a single sheet and £15 for a double. If you can prove you made your banner cheaper than our prices, then we will deduct the cost price from your budget.
- If you have had a banner professionally printed, then the actual cost of this will be deducted from your budget

- Make sure that your banner is secure, and doesn't use any hanging weights which could fall on the public below and cause injury.
- Remember, like any other piece of publicity you need to get it checked out by the Elections Team before you put it up.
- The Elections Team reserves the right to ask candidates to move or take down any banners.

#### Online campaigning

- You can use any form of online campaigning to promote yourself (such as Facebook, twitter, blogs) so long as you do so within the elections rules and guidelines
- If you want to create a free website then you may do so. However, if you pay for a professional website to be created then this will be deducted from your budget
- You cannot create a 'group' on Facebook (the new Facebook means that you can add people to groups without them choosing to be a part of them), but you are permitted to create a 'page', 'profile' or 'event', and invite people to it.
- You should also add 'saelect' on Facebook, and invite them to any pages or events that you create to do with your campaign.
- You can use paid Facebook ads, but you have to declare this as part of your budget
- You can Facebook message people who have elected to join your Facebook profile or page, but we would warn against spamming (again, this will only backfire and annoy people)
- You may not use any society, School, or any other mailing list to harvest email addresses, phone numbers, or any other data for campaign purposes
- You may not use pre-existing Facebook groups or websites to promote your campaign

#### Random publicity

- We encourage all candidates to be as creative and as inventive as possible, therefore if you want to use 'props' or accessories you are most welcome. We have outlined the costs for as many of these items as we can think of, but if you are unsure whether or not you need to declare an item just ask a member of the Elections Team
- You are not permitted to use chalk on any public property (i.e. pavements, walls). Last year members of the general public got upset, and we don't want to give students a bad rep
- You are not permitted to use cars or any other vehicles to promote your campaign – we feel this gives students with cars an unfair advantage
- Don't use any animals. It's mean.

#### Deductions from your budget

- Anything you use to help your campaign will be deducted at the price it cost you.
- T-shirts will be deducted at £3 per shirt (this only applies to T-shirts with printed publicity on them, rather than plain coloured t-shirts)
- You are not permitted to use any Students' Association or Athletic Union resources to help your campaign.

### **3. Play fair**

- No active campaigning before the end of the candidates meeting at 7pm on Friday 11<sup>th</sup> March (although of course you can start to prepare your campaign in advance if you want).

#### Freebies

- All costs of production or purchase of any edible goods (like cakes or sweets) will be deducted from your budget
- No candidate should use personal or work contacts to gain an unfair financial advantage over other candidates
- No candidate is permitted to give out free or discounted alcohol as a way of promoting their campaign

- If you hire out a venue, this will be discounted from your budget. If you get venue hire for free, this will be treated as a 'gift in kind' and also discounted from your budget

#### Unfair platforms

- Any affiliated societies or sub-committees may not officially endorse any candidate
- Candidates cannot use any position of responsibility to actively advertise their campaign (for example, the organiser of FS cannot stand up after the fashion show and announce he/she is running for President)
- However, you are of course allowed to continue with your normal activities so long as you do not actively campaign (e.g. you're still allowed to write your column in the Saint, or appear on STAR radio, or chair a debate so long as you don't talk about running in the elections)

#### Negative Campaigning

- Only constructive criticism
- It is fair to question the experience, policies, and track record of individual candidates
- Personal attacks are not allowed (and will probably backfire anyway)

#### Campaign Team

- As a candidate, you are responsible for making sure that everyone campaigning for you is fully aware of the rules
- Your campaign team is defined as anyone who actively campaigns on your behalf, or who criticises other candidates on your behalf
- As campaign manager, you are taking on all the responsibilities for running a fair campaign as the candidate

#### Campaigning on Voting day

- You, or anyone on your campaign team, are not allowed to actively campaign inside the polling stations on voting day. This includes wearing promotional t-shirts or badges.

If you have any questions or concerns, pop in and see one of the sabbaticals, or email [saelect@st-andrews.ac.uk](mailto:saelect@st-andrews.ac.uk). Have fun!

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