



# STUDENT COUNCIL ELECTIONS HOW TO RUN A A CAMPAIGN 2025



**ELECTIONS**

# Student Council Elections 2025

## Campaign Guidance for Students

This booklet gives you everything you need to run a fair, engaging and successful campaign, from planning your message to connecting with voters. Whether you're standing to represent your School, community, sport or society, this guide will help you make an impact and enjoy the experience.

### Who can vote in these elections

Each Rep role represents a different part of the student community, so your campaign should focus on the people who can actually vote for you.

- School Reps – elected by Course Reps in that School
- Sports Reps – elected by Sports Club Committee Members
- Societies Reps – elected by Society Committee Members
- Welfare Reps – elected by students who have self-identified on the SU website as part of that community (for example, Women+, LGBTQIA+, Mature, International, etc.)

Before you start, check who can vote in your election. That way you'll know where to focus your energy, whether that's talking to Course Reps, Club Committees or your specific community.

### Plan your approach

Good campaigns start with a clear message and realistic goals. Think about:

- Why you're running – what matters to you and what would you like to change?

- Your key priorities – two or three things you can talk about confidently.
- How to reach voters – in person, online or through networks you're already part of.
- Timing – fit your campaigning around studies and commitments.

A simple, focused plan will help you feel more confident and make your message clearer.

## Key Dates

What's Happening	Date / Deadline
Monday 13 October (9am)	Nominations open
Friday 24 October (5pm)	Nominations close
Monday 27 October (9am)	Voting opens
Friday 31 October (1pm)	Voting closes
Monday 3 November (10am)	Results announced

## Campaign your way

You don't need to campaign every day. What matters is being genuine, approachable and visible to the right people.

On campus:

- Speak to students who can vote in your election.
- Drop into relevant meetings, sessions or socials
- Use posters and flyers only in approved areas (SU spaces, glass panels).
- Be polite and respectful, if someone's not eligible or not interested, that's fine.

Online:

Social media is a powerful way to connect with your voters.

- Share short, clear posts or videos about who you are and why you're running.
- Ask friends to share your posts.
- Focus on your own ideas rather than comparing yourself to others.
- Keep your tone positive and professional.

### Look after yourself

Campaigning should fit around your life, not take over it.

Stay hydrated, eat properly, and make time to rest. You'll campaign better if you look after yourself.

If you start to feel stressed or unsure, reach out to the SU team, we're here to help with practical support, advice and a listening ear.

### Play fair

Fairness keeps elections fun and credible.

- Respect other candidates and their campaigns.
- Don't campaign in restricted areas like libraries or near voting stations.
- Never pressure anyone to vote a certain way.
- Report any concerns to the SU team straight away.

### Enjoy it

Running in an election is a great experience. You'll meet new people, grow in confidence and build skills that last well beyond your degree.

Win or not, you'll have made your voice heard, and that's what matters most.

If you need advice or support, contact the SU Elections Team at [sustudentvoice@glos.ac.uk](mailto:sustudentvoice@glos.ac.uk) or drop by the SU Office. We're here to help you every step of the way.