



# FULL TIME OFFICER ELECTIONS 2026



# How to Campaign

Welcome to the Full-Time Officer Elections 2026! This is everything you'll need to know about how to run an engaging campaign.

## Key Election Dates

- Campaigning Begins: 14th March 2026 (9 am)
- Hustings Event: 16th March 2026
- Voting Opens: 16th March 2026 (1 pm)
- Voting Closes: 20th March 2026 (1 pm)
- Expenses Deadline: 20th March 2026 (12 pm)
- Election Results Announced: 20th March 2026

## Top Tips for a Successful Campaign

- Plan your campaign early. Set goals and structure your time wisely.
- Be approachable and engaging when talking to students and show genuine interest in their views.
- Be active online and in person, balance social media with face-to-face interactions.
- Fair play is essential; breaking rules could lead to disqualification.
- Look after yourself when campaigning it is intense, so prioritise rest and well-being.

## How to Run an Effective Campaign

### 1. Building Your Campaign Strategy

- Define Your Message. What are your key policies? What do you nominate yourself for?
- Know Your Audience and think who do you want to reach? Target different student groups.

- Set Achievable Goals – How many students do you aim to engage with daily?
- Organise a Campaign Team, but find people you trust because you’re accountable for their behaviour. Delegate tasks to help manage your workload.
- Time management is key to success, so plan a campaign calendar with key events and tasks.

## 2. Engaging Students in Person

- Be visible on campus, attend events, and talk to students.
- Use lecture shout-outs, but always make sure to ask the academics’ permission first.
- Visit societies and clubs for wider reach
- Hand out flyers and posters.
- Be polite and respectful. If a student isn’t interested, move on and don’t be pushy.

## 3. Running an Online Campaign

- Create a candidate page, use Instagram, Facebook, and TikTok to connect.
- Post engaging content things like videos, graphics, and Q&As can boost interaction.
- Be responsive and make sure you reply to messages and comments professionally.
- Follow social media rules – No defamation, spamming, or society endorsements.

## Managing Your Well-Being

### 1. Time Management

- Plan your days, schedule when you'll campaign, study, and rest.
- Don't overcommit; focus on high-impact activities.
- Your campaign team is there to support you.

### . Staying Healthy

- Eat and hydrate (this is important!). Avoid skipping meals and drink plenty of water.
- Get enough sleep a rested candidate campaigns better!
- Take breaks and if you need to step away from campaigning to avoid burnout.

### 3. Dealing with Stress

- Find a coping strategy that works for you: deep breathing, short walks, or talking to a friend.
- The SU team is here to help if you feel overwhelmed.
- If unsure about anything, contact the SU Elections Team.