



Candidate Briefing, Social Media Takeovers

All candidates running in the 2020 SU Leadership Elections are invited to take part in our Social Media Takeover. Although participation is not mandatory, this is a brilliant opportunity to spread the word of your campaign and manifesto to a wider audience.

The takeovers will be held on the following dates:

Candidates for President and VP Education: Wednesday 11th March (split between morning and afternoon)

Candidates for VP Student Activities: Thursday 12th March

Parameters

Each candidate may put out one post on the main Students' Union Facebook page:

- WSU Facebook (<https://www.facebook.com/worcestersu/>) – 7918 followers

Please include within each post/submission:

1. Copy – What text you want included in the caption. This should include hashtags and any URLs
2. Images (maximum of three) – clear, high quality images or graphically designed manifestos
OR
3. Video – please ensure this is no longer than one-minute long

Rules

- No mention of other candidates – keep your content relevant to your campaign and your manifesto
- No link to other social media profiles
- Ensure that you adhere to all rules as outlined in the Elections Rules Document

Tips

- Use photos/appealing visuals - don't just rely on text to convey your message
- Offer unique and original content
- Keep your audience in mind
- Video content is highly effective (remember your video should be no longer than one minute)

Names will be picked out of a hat to determine the order of takeovers.

Please email all content to c.servini@worc.ac.uk & alannah.williams@worc.ac.uk & by 11am on Tuesday 10th March. We will then schedule the content in on your behalf. Content received after this deadline will not be eligible for the takeovers. All content has to be approved by the Marketing Team and Elections Committee before being published on social media.

