

Candidate Briefing, Social Media Takeover

All candidates running in the 2024 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 Tuesday 27th, Wednesday 28th and Thursday 29th February.

Each candidate may put out one post on each of the following platforms:

- WSU Facebook (www.facebook.com/worcsu)
- WSU Instagram – as an individual post, not story (www.instagram.com/worcsu)

Please include within each post:

- Copy – the text you would like included in the caption. This should include hashtags and any URLs – you may only include **one** URL per post.

AND

- Images (maximum of three per post) – clear, high-quality images or graphically designed manifestos – please make sure all images are landscape.

OR

- Video – please ensure this is no longer than one-minute long.

Please supply images in PNG or JPEG format, and videos in MP4 or MOV format. Files provided in any other format cannot be used in your social media takeover.

Rules

- Don't mention other candidates in your posts – keep your content relevant to your own campaign and manifesto
- No links to other social media profiles or websites
- Ensure that you adhere to all the rules outlined in the Elections Rules Document

Tips

- Use photos and appealing visuals – don't just rely on text to convey your message
- Offer unique and original content
- Keep your audience and key message in mind
- Make sure you keep an eye on our social media for when your takeover is posted and share via your own campaign platforms

Please email all content to sucommunications@worc.ac.uk by **10am on Monday 26th February** - **content received after this date will not be eligible for the takeovers.** We will then schedule the content on your behalf. All content has to be approved by the marketing team and Elections Committee before being published on social media.