



STUDENTS' UNION ELECTIONS

Don't DUCK out of democracy



Candidate Briefing, Social Media Takeover

All candidates running in the 2021 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 Wednesday 10th and Thursday 11th March.

Parameters

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)
- WSU Coronavirus Community (www.facebook.com/groups/positiveworc)

Please include within each post:

- Copy – the text you would like included in the caption. This should include hashtags and any URLs
- 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

- Do not 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
- Video content is generally the most effective medium for social media (but keep it under one minute)
- 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 c.servini@worc.ac.uk and alannah.williams@worc.ac.uk by **11am on Monday 8th March**. If your files are over 5MB in size, please send via WeTransfer (www.wetransfer.com). We will then schedule the content on your behalf. Content received after this date 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.

