Social Media Guidance:

It is important to understand that social media platforms are just tools that are designed to build online communities and make communication processes easier.

Our guidance is that:

Do:

- Do use social media to promote your campaign.
- Do make sure all content that you upload is accessible (i.e., readability, pictures, colours etc. should be reader friendly for everyone).
- Do follow the guidelines of the social media platforms you're using. For example, if you spam individuals or pages on Instagram, Instagram will block your profile (same as for other social media platforms).

Do not:
- Do not spam individuals or pages on social media (i.e., sending 5 similar messages or adding extensive comments to individuals or pages will get your account blocked).
- Do not use external businesses, club or society profiles to promote or endorse your campaign.

For current Officers (full-time and voluntary) running in the elections:

Do:
- Do use social media to promote your campaign.
- Do make sure all content that you upload is accessible (i.e., readability, pictures, colours etc. should be reader friendly for everyone).
- Do follow the guidelines of the social media platforms you're using. For example, if you spam individuals or pages on Instagram, Instagram will block your profile (same as for other social media platforms).

Do not:
- Do not use your current officer social media platforms (i.e., Twitter, Instagram, Facebook) to campaign/promote for the role you are running for again or for another role.
- Do not use your work or SU related accounts for campaign activity. However, your personal accounts are fine of course.

Positive Campaigning:
- ➢ Make sure your content focuses on positive messaging.

- ➢ Do not bully/troll/harass individuals, pages, OR/AND fellow candidates on social media, other platforms, and in-person (including if you somehow see them over any external/internal online meetings).

Suggestions:

Make the most out of your social media campaign! Here are three suggestions for your social media posts:

1) Infographics
   A great way to visually present long information or statistics, which allows you to get creative with colours and design using various charts and graphs. While creating the infographics, you may want to pay attention to:
   - ➢ Keep it simple
   - ➢ Visualise – use visual elements such as images, icons etc.
   - ➢ Make it easy to view – use clear fonts, make sure that dimensions of the final image are correct, and the text is readable
   - ➢ Check your facts and figures, citing the sources
2) Stories
   A great way to interact with your followers and gives them a chance to get to know you better as a candidate. When posting stories, remember:
   - ➢ Keep it simple
   - ➢ Be creative – do a quiz, post a question, do a poll, etc.
   - ➢ Don't forget to add subtitles if you can!
3) Pictures
   One of the easiest ways to attract attention and to deliver the right message.
   - ➢ You can use CANVA or Adobe to edit your posts and pictures (it's user friendly and has great tools)
   - ➢ Avoid zooming in on pictures
   - ➢ Think about what you want to achieve or your idea behind the picture

Pre-Campaign Guidance
Our guidance is that:

Candidates Can:

• Create social media accounts and populate them with followers ONLY.

• Create a dedicated campaign social media page for use in their election campaign.

• Follow individuals using their account, and people can follow them back.

Candidates Should Not:
• Candidates must not populate social media accounts with posts or stories prior to the start of campaigning.

• State the position they are running for until campaigning officially commences.

• When naming your account before voting opens, consider using formats such as "yourname_candidateinthe_asuelection" or "yourname_candidateinSUelection"

Further guidance for social media platforms:

Facebook

https://www.facebook.com/business/help/134641900522571

https://www.facebook.com/help/212826392083694

https://transparency.fb.com/en-gb/policies/community-standards/

Instagram

https://help.instagram.com/477434105621119

https://about.instagram.com/blog/announcements/instagram-community-guidelines-faqs