

Candidate Endorsement Guidelines

Spring Elections

Top Tips for Endorsing Candidates

1. Ensure your endorsement is democratically agreed with your community and that as many people as possible have had the chance to have their say.
2. Make sure you open up the opportunity to meet with all the candidates and discuss their ideas and campaigns. There may be some surprises!
3. Make sure you remember our [Safe Space Policy](#) and follow it throughout your endorsement process
4. Check your community regulations and guidelines. Some societies will have it in their constitution to stay politically neutral and not endorse candidates.
5. When explaining why you have made your choices, avoid negatively campaigning about candidates you have chosen not to endorse.
6. Be clear who the endorsement is from- who helped make the decision? Was it your committee members or was it a few of the group leaders? Make sure your explicit about how the decision was made and who it comes from.
7. Consider the impact of the announcements on candidates. Many candidates will highly value the opinion of and feedback from a particular group or society. It is important to remember that they may be receiving a high amount of attention and information from people all at once, which can be overwhelming to deal with.
8. Try to prioritise the skills and values a candidate has demonstrated rather than their popularity or personality. Our focus groups showed a number of people are put off by elections because they are worried they won't be able to demonstrate their skills.
9. Remember some candidates will not be in a position to know a lot about your community already- they may be on a one year course, or be working alongside their studies. There are lots of reasons why someone may not have got involved before, but this doesn't mean they won't in future!
10. Finally- make the most of the opportunity. The campaigns period is a great time for you to spread the word about your group and the changes you would like to see.