How to promote your petition

With over 27,000 members, 150 signatures might sound like a piece of cake, but it’s important to make sure you get you signatures as soon as you can so that you can get your campaign underway and start to build momentum. This briefing gives you a few tips and hints to get those all-important signatures...

Email your friends

An obvious place to start is to ask those closest to you to sign up and support your campaign. Share the link to your petition with your friends and ask them to share it with their friends. If everyone you asked got five of their friends to sign up, you’d have 150 signatures in no time.

You might want to think before emailing people you don’t know that well though. You might spend a while composing a message, only for it to end up in the spam folder!

Share it on Facebook

It’s simple and easy to share your petition link on Facebook. Getting people to like your post is really important as the more likes it gets, the more your friends will see it in their news feed.

Setting up a Facebook page for your campaign is a simple way for people to find out more about what your campaign is about, and you can ask them to like your page and share it.

Sharing your petition on groups or pages that have similar interests to you or your campaign is a good way to get signatures and generate interest. And don’t forget to tag people in your posts. Think about key individuals who have a lot of friends who could share it.

Share it on Twitter

Like Facebook, Twitter is a great place to share your petition, encourage others to sign it and show their support.

You’ve got 140 characters, but you don’t have to use them all! Shorter tweets tend to be more easily retweeted.

Make sure you use your social media accounts for stuff that’s relevant to what you do – you don’t want your followers to lose interest.

Go and get signatures

It might sound old fashioned but you always have the option of asking people for their signatures. You don’t even need paper and a pen, wifi and a phone will work just as well.

Think about places lots of students might be- libraries, lecture halls, the Waterfront- and go and ask people to sign up right there and then. It might be more time consuming but it could be a good opportunity to get talking to people and recruiting them for your campaign team.

Speak to our officer team

Our officer team are here to represent you and are passionate about supporting our members in trying to change the University and wider world. Our officer team might be able to share your petition through their networks or on their
social media channels. They are all experienced campaigners so might be able to provide some tips and support. You can find out their contact details on kclsu.org/ourpeople

Use KCLSU social media channels
Any time a new petition starts, it will be shared on the KCLSU email and social media channels. Our marketing team are always looking to highlight the things our members get up to so don’t forget to tag @kclsu when you’re talking about your petition and campaign!

Talk to student groups
We have hundreds of student groups spanning campaigning, academic groups and much more. Groups have their own activities but there might be some that share similar interests to the campaign your running and who might be able to share your petition. You can a list of all our groups on our website kclsu.org/joiningagroup

Get in contact with student media groups
Our student media groups have a big following amongst our members. They might not be able to publicly support and back your campaign but they could be a great way to get the message out about the campaign. If you think your campaign is something students need to hear about, then getting in touch with the media groups could be a great way to get it out there! You can find out their details on kclsu.org/joiningagroup

Speak to the KCLSU campaigns coordinator
We have dedicated staff support to help you whenever you need it. Just drop a line to campaigns@kclsu.org if you have any questions or need any support.