It’s great news that you’re interested in becoming a student leader! This handbook will guide you through writing your manifesto, running your campaign, social media, and designing campaign materials.

Remember that the main thing, when campaigning is to play to your strengths – the ideas below are just suggestions!

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Writing your manifesto

A manifesto is a public declaration of what you’ll do when you’re elected. It’s an important reflection of who you are and why students should vote for you. This can be in whatever format you like it, be it a poster, a video, or anything else you can upload onto your candidate profile. To upload your manifesto:

- Log in, go to kclsu.org/elections, and then scroll down to click on ‘Review Nominations’
- Scroll down to ‘Upload’ under ‘Manifesto’
- You can upload a picture of yourself by clicking ‘Choose File’ and then ‘Upload’
- You can write your manifesto directly into the textbox
- You can embed YouTube videos by clicking the YouTube icon on the top toolbar:

- You can upload images into the manifesto box by clicking the image icon on the toolbar. Click ‘Browse Server’ and select your image. The image needs to be less than 1MB in size and in jpeg form:

- You can embed hyperlinks to other websites by highlighting the word you want to link from, and then clicking the hyperlink icon on the toolbar:

Here are some things to think about when deciding your manifesto points:

**Know your audience**
Think about the people that you’ll be representing, and find out what they want.

**Choose wisely**
Look at the issues you found to be most relevant or important to those you spoke to. You need to pick 3-5 issues that you’d be passionate about working on, but that are relevant to the needs of the students you’re representing.

Once you’ve done the hard work and have your 3-5 key issues, putting your manifesto together will be easy.

Here are some key things to remember when writing your manifesto:

**Inject some passion**
Your manifesto should be persuasive and inspiring. Let your personality and passion shine through, so students can get a sense of who you are and how much you care.

**Don’t go on about it**
Stick to your 3-5 key issues, be concise and use short, snappy sentences. Make sure you draw attention to the most important part - what you’ll do when you’re elected.

**Get a fresh perspective**
Ask a trustworthy friend to look over it when you’re done, and ask for some honest feedback.
Check out the manifestos of past student representatives for inspiration!

Ben Hunt, President
Momin Saqib, President
Jack Haywood, VP Education (Health)
Mariya Hussain, VP Education (Arts & Sciences)
Mahamed Abdullahi, VP Welfare & Community
Imaan Ashraf, VP Welfare & Community
Rahma Hussein, VP Activities & Development
Mahamed Abdullahi, VP Postgraduate
Running your campaign
Campaigning for votes can be one of the most exciting things you do at University. The most important thing to remember is that there is no magic formula: it’s all about communicating your message in the way that suits you. Don’t feel like you have to do certain things just because you see other people doing them – focus on your strengths.

Get your friends involved
Having a campaign team that will help you reach new networks and spread the message can be extremely helpful. It’s a great opportunity for them too, so let them know that they’ll be gaining valuable campaigns experience. Give people roles that they want to do – it can be putting up posters, helping you make a video, talking to people on your behalf and so on.

Face to face conversations
Nothing beats talking to someone face to face. Don’t be afraid to stop and have a conversation rather than saying lots of things quickly and running away. Through the conversation, raise an issue relevant to them and get them to see why this issue is important and that by voting for you, it will be addressed. If you build a good rapport with this person, they’ll remember you and will usually encourage friends to vote for you too. You might want to prepare something to say in under a minute when you’re speaking to someone in a rush. It’ll get easier the more you speak to people, as you’ll be able to refine what you say. Don’t be too disheartened if people seem too busy to chat – it’s not a reflection on you and don’t be put off.

Social networking
Using Facebook and Twitter is a great way to generate low cost publicity, but remember it will be seen mostly by people who are already your friends, so don’t rely solely on it. More info in the social media tips section below.

Posters, flyers and other printed materials
It’s best to try to use printed materials strategically and put them in places where the students you are targeting hang out. Don’t feel you have to spend lots on printed materials; that’s not how people win elections. We’ve put together some advice on creating effective printed materials.

Be second choice
If you speak to someone who’s already voting for another candidate, ask them to vote for you as their second preference. This means that if that candidate is knocked out because they didn’t get enough votes, their votes will be redistributed to you. This can make all the difference to you winning.

Lecture shout-outs
Lectures are a great place to get your message across, but you must get permission from the lecturer giving the lecture. You can either do this in person or by video, emailing the lecturer ahead of time.

You need to be very brief – we advise that you keep any shout outs or videos to a short time, preferably less than a minute. Practice making a few important points in under a minute and let people know where they can find you if they want to find out more. You could use this to explain who you are, what you’re standing for and asking students to vote for you. Think about what your key message is that you want to get across to a group of students, and share it in a succinct and impactful way.

If you wish to do a lecture shout out by video, you can email lecturers asking them to show your video. We advise using a platform like YouTube, so your video is a shareable link, rather than a downloadable file. Permission to do a lecture shout-out in person or via video is at the discretion of the lecturer.

Make a short video
You can get your manifesto points across in all sorts of creative ways. If you’re happy in front of the camera, it can be a great way to get votes and you might even go viral (!).
Social media tips

Should I use a personal profile or create a new one?
It’s up to you and what you think is best for your campaign. You’ll already have loads of King’s students on your personal account so think about how you might encourage these people to follow your campaign profile and let them know you’re standing. If you decide to use your personal profile, remember you’ll get a lot of new friends or followers who’ll be able to see your personal posts. You’ll also have loads of friends who aren’t from King’s and might not be interested in hearing about your campaign! Think about using events or groups to make sure your messages aren’t just going to everyone but to the students who’ll be voting for you.

What social media platform should I use?
Facebook is still, by far, the most popular social media site but Twitter is fast-paced and much more public because anyone can see your feed.

There are pros and cons to using both:

Facebook
- Create an organisation group – if you’ve got a couple of friends on board with your campaign, a closed group is a great way of organising and sharing ideas or information.
- Create a voters group – encourage people to join an open group if they’re thinking about voting for you. Any member of the group can post so it’s a great way of getting people to show their support or ask questions directly to you.
- Make voting an event – invite friends and supporters to join an event during the voting period. It’s a good way of giving them a reminder of when, how, and why to vote for you.

Twitter
- Reaching out to schools and groups – most schools at King’s and most KCLSU student activity groups, societies and sports clubs have Twitter accounts. You can reach out to them directly. This means your messages will be going directly to the students who’ll be voting for the role you’re standing for.
- A more public platform – your Facebook profile can only been seen by people you’re friends with but your Twitter feed is open to anyone who follows you. Even if they don’t follow you, they can still take a look at your tweets.

There’s no right or wrong site to use. Think about which site you use more and which you know best. If you’ve never used Twitter but log in to Facebook every day, make Facebook where you campaign. There’s no point starting from scratch because it’ll be too much work to get people following you in a really short space of time.

While Facebook and Twitter are great channels, think about how other social media can add to your campaign:
- Instagram – for photos and short videos
- YouTube – longer videos
- Snapchat or Whatsapp – could be a good way of reminding followers to vote for you when polls open
- Tumblr or blogging sites – a good place to talk about your manifesto

Don’t forget to share anything from these channels on the social media site where you’re running your main campaign.

What messages should I share?
Stick to your manifesto. Keep the message clear and simple, focusing on two or three main things you’d like to do.

You might be talking about some really important issues but if you’re not talking about them to the people who’ll be voting for you it won’t help you get elected. Reach out to any relevant groups, pages, forums or Twitter handles you know about to share your messages with the right people. Remember though, a few tailored messages works much better than too many posts!
Be creative. Social media is all about getting your community to spread a message. A message that is shareable, interesting and creative will be seen by more people as your friends and followers share it on their own profiles. You might want to use:

- Infographics – if you’re campaigning to tackle lad culture on campus or to get more funding for sports clubs, infographics, like this one from NUS, are a great way of showing some of the facts and figures that make your campaign important and are much more engaging than just writing them down. Infogr.am helps you create infographics from scratch.
- Videos – people are more likely to watch a video than read a whole load of information about why they should vote for you.
- Vine and Instavideo – short videos can also add to your campaign, maybe showing you campaigning around campus or talking about one manifesto point per day.
- Thunderclap – this is a free crowdspeaking platform. Get 100 supporters to sign up to your campaign and a tweet or Facebook post will be sent from their accounts on a set date and time, amplifying your message (e.g. when voting opens or a reminder to vote on the last day).

**When’s the best time to post messages?**

Social media is a great way of sharing a message but posts disappear from newsfeeds quickly, especially on Twitter. That means it’s important to post when the community who’ll be voting for you are online.

Think about when most lectures are held, because people are likely to check social media between classes. We know from our own social media channels that more people at King’s are online after 10am and the busiest time is between 9pm and 10pm.

You’ll be really busy over the voting period so you might not have time to always be checking your social media. Think about creating a free Hootsuite account. This lets you schedule in posts to send automatically during the day, freeing you up to talk to people around campus.

**How can I get people involved?**

Your social media campaign will work best if the people in the community you want to represent are involved. Here’s some key things to think about:

- You’ve already got loads of friends and followers, so think about how you can get them involved. Ask friends to share your messages and spread the word about your campaign.
- Reach out to groups and societies that represent the students in your community.
- Hold a Twitter or Facebook chat about your manifesto, so that students can put their questions to you. You could even do a Facebook Live.
- Try to respond to all posts, comments and tweets. It builds a personal connection between you potential voters.

**How can I make my manifesto social?**

Don’t forget that you can include hyperlinks in your manifesto. Make sure you include links to the social media profiles you’ll be using. That way people will know which account to follow to find out more.

Think about how you can share your manifesto on social media. You might want to talk about it in different ways to appeal to a wider range of people, from a link to the KCLSU website to a video showing how you’ll represent students at King’s.

**Designing campaign materials**

Think carefully about what content you need to include. You want to avoid writing an essay on flyers and posters. Before you start designing anything you need to know exactly what it is that you want to say.

The key information to include on posters and flyers is a summary of the ‘what’, ‘when’, ‘where’ and ‘why’ of your campaign. Identify the most important things your campaign needs to communicate, what the order of importance is, and how the information needs to flow – for example:

1. What - Vote for [Insert Name]
2. Why - I will change x, y, and z
3. When – Date of Election
4. Where – kclsu.org/vote

**Layout**

Once you’ve decided the priorities of what you're trying to communicate, you can think about the layout of your materials. You can make the most important information stand out by considering how you align and size the text.

You may want to give the most important point the most space, but make sure it works together with the rest of the information you’re communicating and that everything looks in proportion.

Make sure you know what size you need your design to be, otherwise essential information may get cropped off when you print or upload it.

**Commonly used sizes**

Making sure there’s white space can improve readability and helps guide the viewer’s eyes to focus on what’s important, so try not to overfill the page with information (this includes pictures, graphs, logos etc).

<table>
<thead>
<tr>
<th>Digital</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook cover photo: 851px x 315px</td>
<td>A2: 420mm x 594mm</td>
</tr>
<tr>
<td>Facebook profile picture: 160px x 160px</td>
<td>A3: 297mm x 420mm</td>
</tr>
<tr>
<td>Facebook event image: 248px x 295px</td>
<td>A4: 210mm x 297mm</td>
</tr>
<tr>
<td>Twitter profile picture: 400px x 400px</td>
<td>A5: 148mm x 210mm</td>
</tr>
<tr>
<td>Twitter header photo: 1500px x 500px</td>
<td>A6: 105mm x 148mm</td>
</tr>
<tr>
<td>Instagram photo: 612px x 612px</td>
<td></td>
</tr>
</tbody>
</table>

**Text**

San Serif fonts (e.g. Arial, Veranda and Helvetica) are clearer to read from a distance and on screen and are also more accessible for those with reading difficulties or visual impairments. Serif fonts (e.g. Times New Roman) are said to work better in print but are not as accessible so try to avoid this to ensure your design is inclusive.

Font size 12 is acceptable for A6 flyers and a good minimum to ensure accessibility. The size of the font may reflect the importance of the information and is also a way to make the focus of your message stand out.

Stick to a maximum of two fonts to a page. If you have too many typefaces on one document, it can start to look messy and make text hard to differentiate. You may want to use one font for the body of the text and another for headings to give them a little more impact.

**Images**

Be aware that images pulled from the web may turn out pixelated on a print document – try to go for 300 dpi and set your file to CMYK for print. If you’re going to be printing or photocopying flyers or posters, make sure the images you use have some contrast and are clearly defined otherwise you may not be able to make out the image. Make sure you test out what your printed materials look like before doing a large print run, or you might end up with posters you can’t use.