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Candidate 101

Election Training Afternoon 2026

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What We'll Cover

Campaigning:

- Using your networks + building a campaign team

- Campaigning tips

- Making social media content

Writing a Manifesto:

- Thinking about your audience

- What do you care about?

Graphic Design:

- Design tips

- Creating your materials

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Campaigning 101

All the things you need to run an effective campaign

Where did you hear about the candidates?

Response	Times Chosen	Percentage
Guild Email	423	48.68%
Guild Social Media	312	35.90%
University Email	296	34.06%
Poster, banners or physical adverts	291	33.49%
A candidate, or student campaign team spoke to me	238	27.39%
University Social Media	205	23.59%
Candidate Social Media	159	18.30%
Society email or endorsement	70	8.06%
A friend told me about a candidate	69	7.94%
The candidate is a friend	58	6.67%
A candidate spoke in a lecture	34	3.91%
Online Group Chat	26	2.99%
Guild Staff spoke to me	23	2.65%

Your Student Networks

- This is everyone that you have a link with at this University!

- This doesn't mean that you know or have met all of these people, but it means people that you might have a link with, that you can engage with in your campaign.

- The key is figuring out who they are, how to reach them and what will convince them to vote for you!

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Who could your student networks be?

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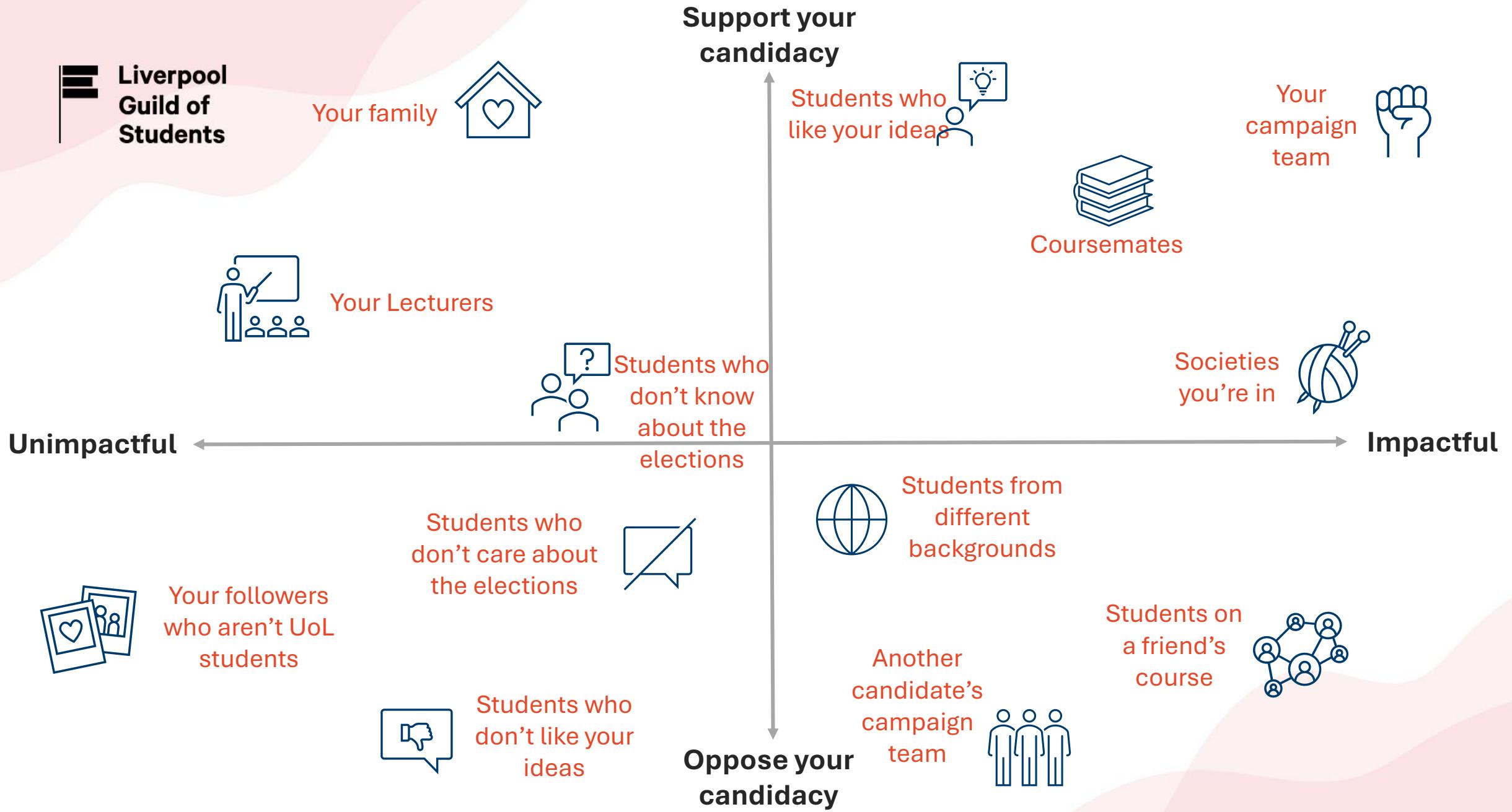
How to Building a Campaign Team

- **Use your networks!**

- **What skills do you need?**

- **Think about the benefits for campaign team members**
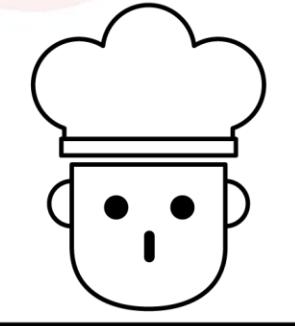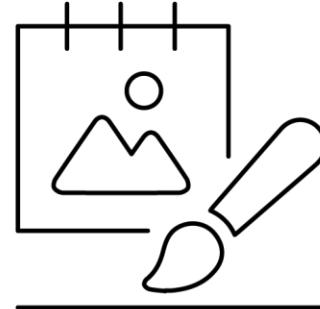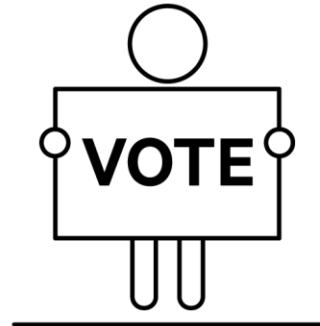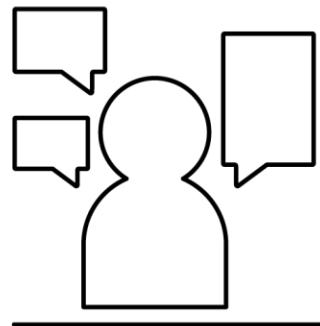
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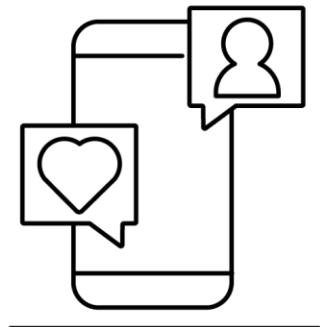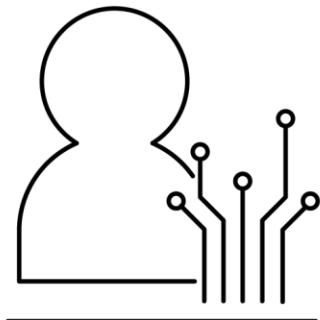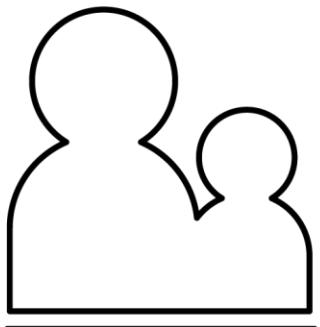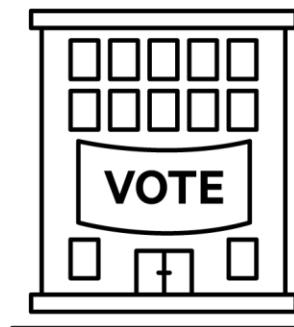
Get Your Campaign Team Elections Week Ready

1. **Share your knowledge**

   • Give them a handbook + let them know the rules to follow, as well as key dates + your manifesto points

2. **Organise your first meeting**

   • Set your structure for your campaign + identify key skills

3. **Develop a strategy**

   • Plan for social media + vote week

4. **Practice, practice, practice**

   • Keep in contact + practice your skills

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Top Tip: Quality of campaigning over quantity of campaigners

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Voting

- *Remember:* Guild Elections use the **single transferable vote (STV)** system. So, the election is **preferential**.

- Students can rank as many or as few candidates as they would like to, in order of preference. This means **PREFERENCES MATTER!**

- Very few candidates win on first preferences alone - almost all depend on the support of people who preferred another candidate first!

- Because of the preferential system and the fact that there are 4 places up for grabs, remember you aren't competing with any one person and you might have to work with three of your fellow candidates

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What We'll Cover

Building your Brand

Digital Spaces & Campaigning

Social Media & Elections Top Tips

Intro to Videography

Key Content Dates

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Your Brand!

- Candidate Pack

- Digital Campaign

- Your Team

- **You**

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Your Digital Campaign Assets

📲 Social Media Channel – creating a digital version of your campaign

💚 Branding your channel

📹 Videos – Introduction video and campaign video

🎨 Digital versions of posters

📸 Candidate Headshot

🤳 Social Media Content

Social Media & Campaigning

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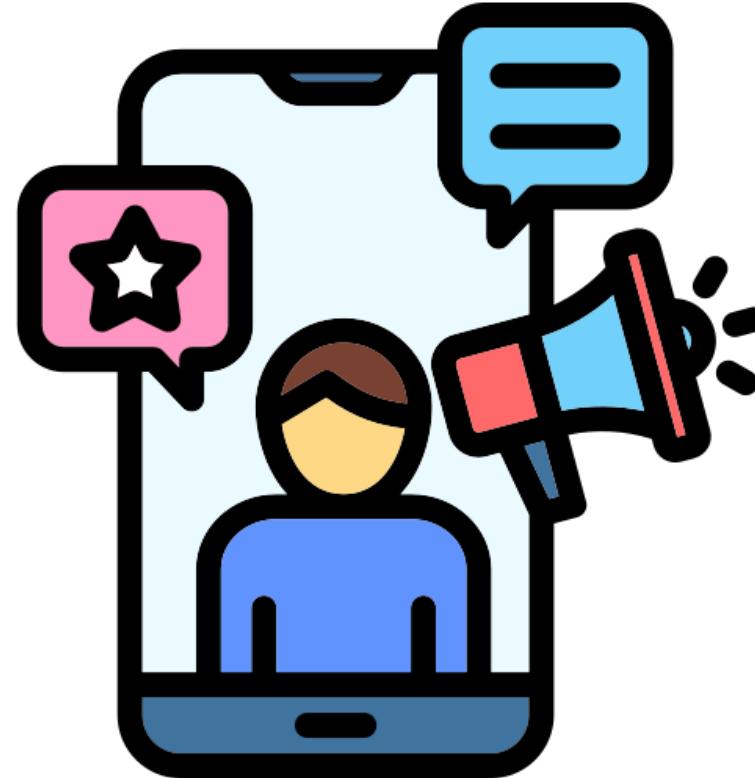
Choose Your Channel

- **Instagram** – Image/Video led, most popular with current students, features of Instagram Stories and Reels, link stickers, collab with Guild content – Guild Recommends

- **TikTok** – fastest growing platform, video content led by trending sounds. You can also use TikToks on Instagram for reels.

- **Facebook & X** – less used by our target market

- **LinkedIn**- employability focused, skills development, reflection pieces.

Social Media Top Tips

Content is King

No social channel is an island

Your shop window

Assign a curator

Be consistent

Avoid paid social ads

Think before you post

Be authentic

1st 8 seconds

Guild Social Media + You

- Candidate Launch Video: **2nd March**

- Elections Launch Content: **4th March**

- Voting is Open: **9th March**

- Candidate Takeover: **9th March**

- Vote Now Content: **9th – 13th March**

- And your Student Officers 2026/27 are...
13th March

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Social Media Tools

Canva – great for designing social assets to ensure high quality and sizing

Capcut– TikTok and reel editing

Instasize – resizing photos for social media channels.

Linktree – able to add multiple links to your bio.

Trello – plan your content days

Creating the Perfect Video

— you're doing amazing, sweetie.

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Candidate Videos

Create 2 Videos: deadline 23:59 on 4th March

1. Longer video (to be featured on Guild Website)

   - Showcases campaign and manifesto.

   - Provides in-depth insight into you as a candidate.

2. Shorter video (max 30 seconds, for social media to be released on 9th March)

   - Included in Candidate Takeover on Guild social media channels.

   - Offers concise snapshot of your campaign.

You may also want to create additional content for:

- Launching your campaign on personal channels.

- Encouraging voter turnout.

- Showcasing your personality through reels, TikTok trends, and longer-form content

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Video Top Tips

📲 Create a strategy: Target audience, key message, channel

🤪 Inject your personality

🗺️ Storyboard: Map it out

🎣 Think of a strong hook

🎬 It's doesn't need to be perfect

🤝 Ask for help if you need it

🎤 Utilise the tools the Guild can offer

Let's get technical

- Set your resolutions to the highest you can (usually 4k)

- Set your frame rate at 30 fps

- Enable HDR

- Make sure to fill the frame with your subject, don't zoom and lose quality. Take your time setting up the shot.

- Use Rule of Thirds – keep horizon on the top or bottom third of your shot – Keeping subject on the left or right third.

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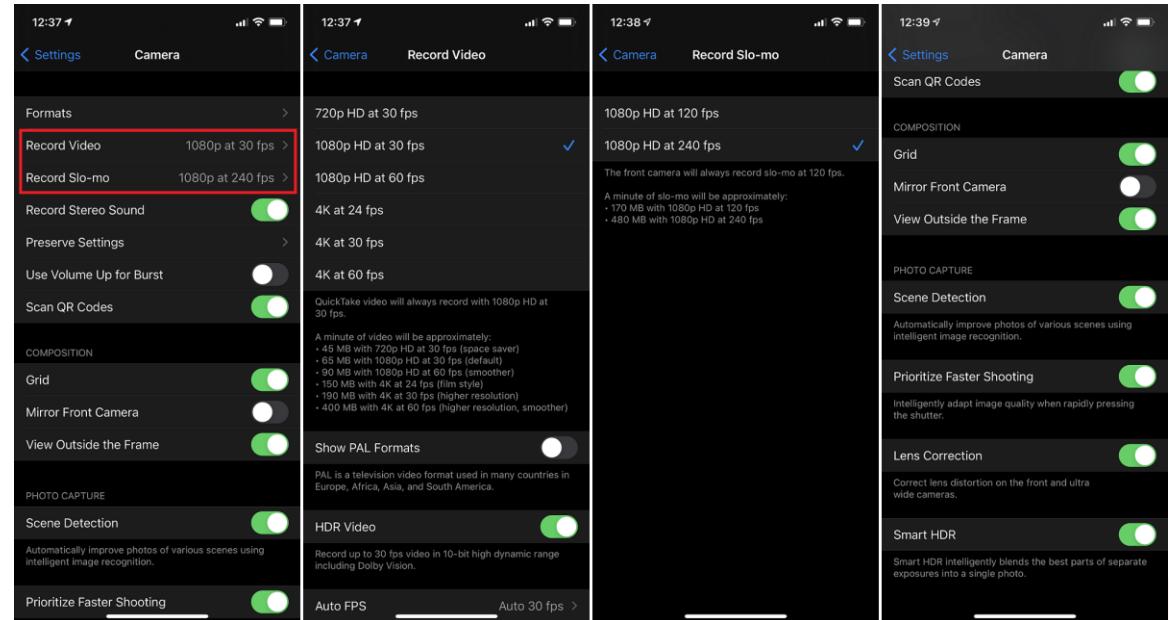
Lights, Camera, Action

⛅ If you're shooting outside then consider the location of the sun, direct sunlight can shadow the subject!

🏠 Shooting inside – make the most of natural light or try to use a ring light to emulate this.

🔊 Audio – use a microphone to pick up your key messages and try to use a quiet place to record.

👯 Consider a trending sound to help make your video engaging

Guild Social Media

🚀 **Candidate Launch** - 2nd March

▶ **Elections Launch** – 4th March

🎥 **Video takeovers** – 9th March

☕ **Breakfast Briefings** – 9th - 13th March

🏆 **Daily Incentives and Prizes**

💻 **Student Media**

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Writing a Manifesto

How to write an impactful + personal manifesto

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What is a manifesto?

- A manifesto is a **statement** of someone's beliefs, aims or policies

- In our elections, all candidates should submit a manifesto

- These involve promises or commitments for things candidates want to do if elected.

- This is how you can try to secure votes by appealing to what students care about + value.

MANIFESTO

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Writing a Manifesto

- Writing a successful manifesto is all about selling yourself

- You want to put your best foot forward + show everyone why you're best for the role and why your voice is important

- It's a **statement for success** and a **declaration** of what you intend to do if elected!

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Your Candidate Manifesto

- As a candidate in the Student Officer Elections, you need to submit your responses to **3 manifesto questions**.

- **There is a strict character limit per question.** Any characters over those limits will be cut off.

- You have the chance to edit your manifesto until **12 noon** on **23rd February**

- *There's still time to get your message right without missing the deadline.*

Candidate Manifesto Questions

The questions every candidate has to answer are:

- **Why are you running to be an Officer?** (600 characters)

  - Think about your motivations for running

- **What qualities would you bring to the role?** (600 characters)

  - Think about what your best personal leadership qualities are

- **What would be your top 4 priorities, if you were elected?** (2500 characters)

  - Think about what the top things that you want to work on are

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Manifesto Top Tips

- **Be clear + straightforward**
  - Use language which is understandable to all voters + is clear on who you are, and what your goals are

- **Use engaging language**
  - Know your audience - this isn't a standard job application, so don't just list your CV
  - Try and use engaging language to help capture voters' attention + make them remember you

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Manifesto Top Tips

- **Keep on topic**

  - It's great to demonstrate your experience, but you've only got limited words to get your message across - keep on topic.

  - Don't waffle!

- **Don't be afraid to stand out**

  - Don't be afraid to go against the grain with what you care about, instead of just promising the same thing as everyone else – it might strongly resonate with students!

  - Let your personality shine through!

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Manifesto Top Tips

- **Be true to yourself**
  - Write about what you actually care about, not just what you think people want to hear
  - Make sure your priorities are things you're truly passionate about changing
- **Be specific + realistic with your promises**
  - If elected, you're committed to working on your manifesto points – make sure they're actually achievable
  - Don't overpromise – **identify your top 4 priorities only**

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Have a Think About...

- **What voters do you want to appeal to?**

  - There are issues that are **universal** to all students but there will also be things that are specific to different groups, based on identity, course, type of study etc.

  - Try + decide what groups you want to target

- **What makes you stand out?**

  - Think about your unique voice + perspective and how you could use this to appeal to voters

  - What skills or qualities do you have that others might not?

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AI & Manifestos

- Some people may find Generative AI to be a useful tool when **shaping the structure** of manifesto responses

- If you're using AI to help you, make sure you're not relying on this to write your entire manifesto (voters can tell)

- Remember manifestos that are **personal + unique** are the most popular with an audience – you won't get this with AI!

- Focus back on our Top Tips: **be true to yourself, stand out + be specific**

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Manifesto Writing Prompts

MAKING A
MANIFESTO

- What are your **values?**

- What are the things that you're **passionate** about doing?

- Think about **what you as a student would have wanted** someone to put in place for you.

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What do students care about?

- Use your **networks** to research what is important to students

  - Talk to students! This could be your friends, course-mates, sports teams or society members

- Browse **Change It** to find out what students want

- Look into national issues + campaigns, such as through other SUs or **NUS**

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Your Manifesto: A Summary

- You will answer 3 questions about you + your **intentions if elected**:

  - Why are you running to be an Officer? (600 characters)

  - What qualities would you bring to the role? (600 characters)

  - What would be your top 4 priorities, if you were elected? (2500 characters)

- You can edit your manifesto online on the nominations page of the website until **12 noon** on **23rd February.**

Graphic Design Tips + Tricks

Time to level up your artwork

Print Deadlines

- Candidates will have until **12:00 noon on Monday 23rd February** to submit their print design to support their campaign.

- Refer to **Candidate Handbook** for deadlines, and info on assets required.

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Print Deadlines

- 10 printed t-shirts printed on 1-side **(make this as an A4 page)**
Choose from sizes ranging from Small to 2XL

- 50 A3 Posters **(297x420mm)**

- 1000 A6 double sided flyers **(105x148mm)**

- Mystery Item: *Banner **(1800x1000mm),** Business Cards etc

*Banner: If using Canva please note there are maximum size limitations. Please create the design at **1000x555mm**. This will be scaled up by the printers.

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3LG
SIGN·PRINT·DISPLAY

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T Shirt Colour Options

Azure Blue	Black	Bottle	Burgundy NEW	Deep Navy	Fuchsia
Navy	Orange	Purple	Red	Royal Blue	Sky Blue
Heather		Light Graphite NEW	Light Pink	Sunflower	White

Available in sizes Small - 2XL

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VOTE HANNAH #1 FOR GUILD PRESIDENT

I'm Hannah Nguyen, your current Guild Deputy President, and I'm seeking re-election!

Fossil Fuel Divestment

I want to continue the Fossil Free campaign to demand that the University stops funding climate change and removes their investments in fossil fuels. Re-elect me to keep up the fight for an ethical university that cares for our future!

Activism, Liberation & Democracy

The Guild must do more to support grassroots students' movements by delivering activist training and providing a student campaigns budget. I also want to hold caucuses with the liberation groups (women, LGBT+, BAME & disabled students) and redesign Guild summit for a more democratic students' union that engages all students.

Improve Guild fundraising

Local charities such as RASA and the Liverpool Mental Health Consortium provide invaluable services for people in Liverpool (including students) but cuts to funding threaten their existence. I want to engage more students in fundraising to support local organisations and the amazing work they do!

Vote at www.liverpoolguild.org 11-15th March

WHAT HAVE I DONE THIS YEAR?

Call It Out

We've delivered active bystander training to 1600+ students and improved signposting information to Guild/University support services for individuals who have experienced harassment on campus.

Refugee Action Week

I organised a week of events to promote a better understanding of why there is a global refugee crisis, the degrading process of seeking asylum in Europe and what we, as students, can do to help.

RAPE PRE-DATES THE MINI SKIRT

Reclaim The Night 2018 organiser

Mental health

I've organised mental health forums once a semester so you can speak to University staff directly about student issues and how to improve support services. We're now working to deliver mental health training to staff, train students as wellbeing ambassadors and more!

@VoteHannah4Pres #YesWeHanAgain

YES WE HAN AGAIN

VOTE HANNAH NGUYEN FOR GUILD PRESIDENT

Stop investing in fossil fuels

Improve Guild Fundraising

Support student activism and democracy

@VoteHannah4Pres // Vote at www.liverpoolguild.org 11-15th March //

VOTE FOR HOLLY

- Sustainability
- Student travel ticket
- Student safety
- Rent controls
- Ethical investment

@HOLLYFORGUILDPRES

WHY YOU SHOULD VOTE FOR HOLLY:

Sustainability
- Net zero by 2035
- Increase pressure on the university to cut emissions with zero waste campus initiatives

Cheaper bus travel – student ticket
- Cheaper student bus travel
- Create a bus service to Leahurst

Reduce the rent
- Reduce student accommodation costs
- Increase support on student tenants' rights

Increase student safety
- Introduce anti spiking covers and drug testing kits
- Lobbying council and university to increase safety across the city

Ethical investments
- Get the university to stop funding fossil fuels

@HOLLYFORGUILDPRES

VOTE FOR HOLLY

Improving your student experience

Liverpool Guild of Students

RE-ELECT CHLOE

Lets continue giving students a voice and holding the University to account

1) Tackle rape, sexual assault and harassment

2) Fight against tuition fees

3) Reduce the cost of student rent

4) Drug purity testing

Chloe Field for Guild President
@votechloe4pres
@votechloe4pres

VOTE CHLOE AT WWW.LIVERPOOLGUILD.ORG
19TH -23RD APRIL

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Hierarchy

The hierarchy principle in graphic design is the arrangement of elements in a design by the level of importance.

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COME BACK HERE

READ THIS.

YOU'LL READ THIS LINE NEXT

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has alot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this entirely if they aren   t engaged right away. That is why it is important to draw your attention with visual hierarchy

YOU WILL READ THIS BEFORE THE PARAGRAPH.

THEN THIS.

YOU WILL READ THIS FIRST.

*At some point you may come back to read this line or maybe not.*

And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

You'll probably read this before the paragraph.

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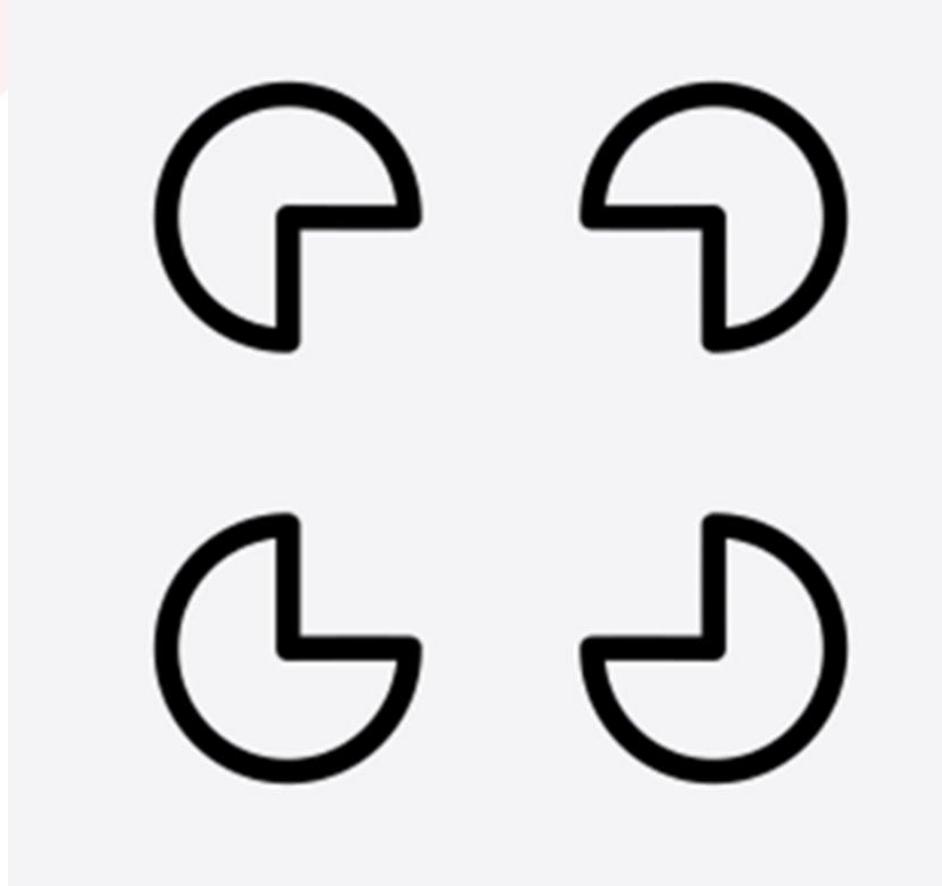
Negative Space

Negative space otherwise called white space is the part of any design that is not marked or filled by images, text, or other graphic elements. Leave Space between elements to give some breathing space.

THE POWER OF
NEGATIVE
SPACE

White
Space

isn't just a passive background.

A serene white space surrounds, fostering calmness and
clarity, allowing thoughts to flow freely and softly.

@designallin   designallin

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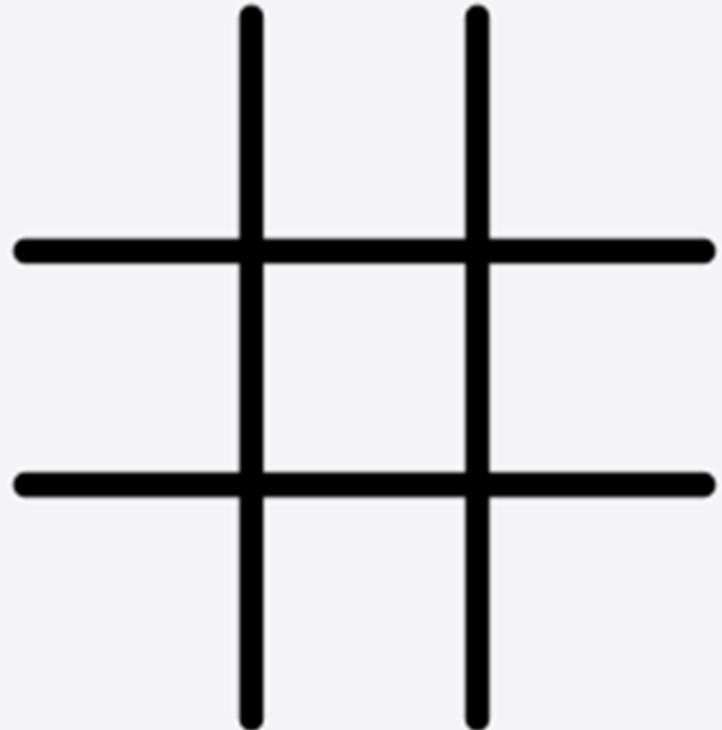
Rule of Thirds / Grids

Just a general name but try and split your design into sections. Maybe 3 rows to start, but you can add as many or as little as you think you need. Using visible guides if possible helps.

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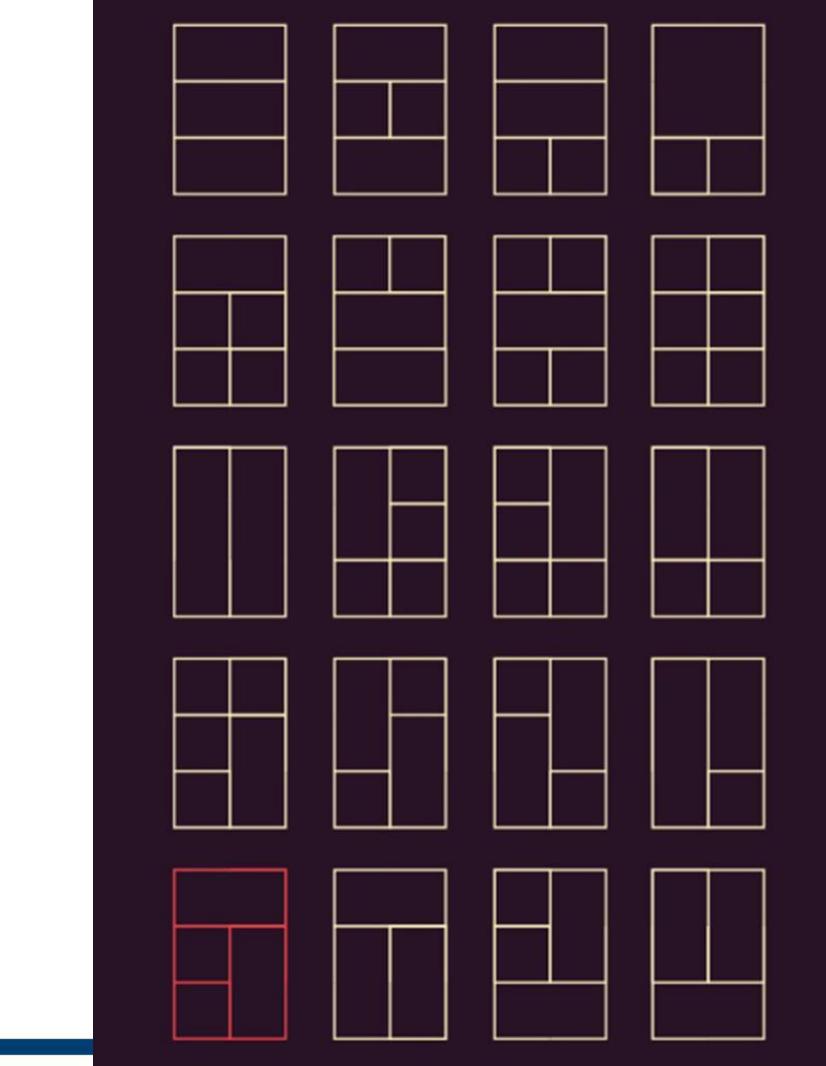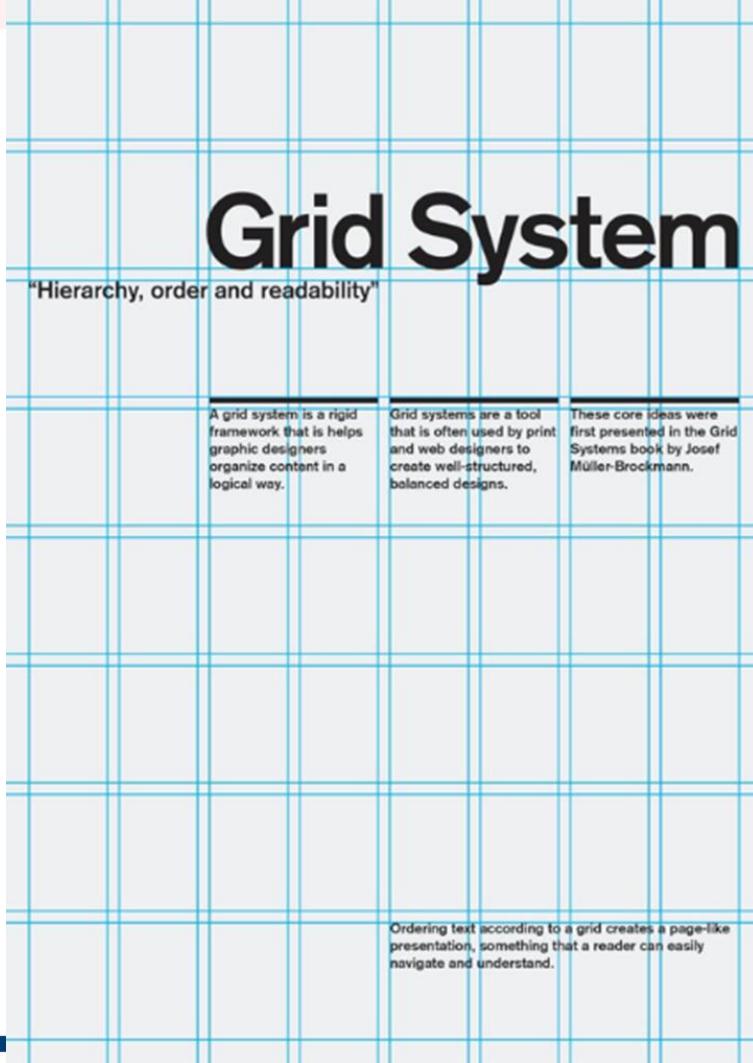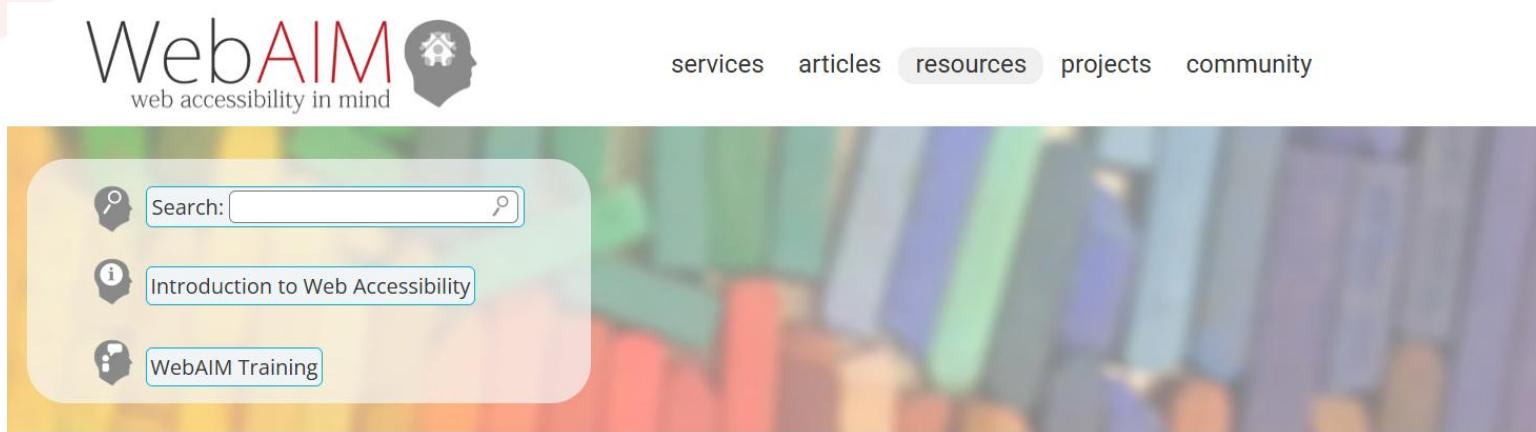
WebAIM
web accessibility in mind

services   articles   resources   projects   community

Search: [   ]

Introduction to Web Accessibility

WebAIM Training

Contrast Checker

Foreground

Hex Value

0000FF

Color Picker   Alpha

[   ]   1

Lightness

Background

Hex Value

FFFFFF

Color Picker

[   ]

Lightness

Related Resources

- Contrast and Color Accessibility
- Quick Reference: Testing Web Content for Accessibility
- WebAIM Auditing & Evaluation Services
- Web Accessibility for Designers
- Link Contrast Checker
- Contrast Checker Bookmarklet

Contrast Ratio

8.59:1

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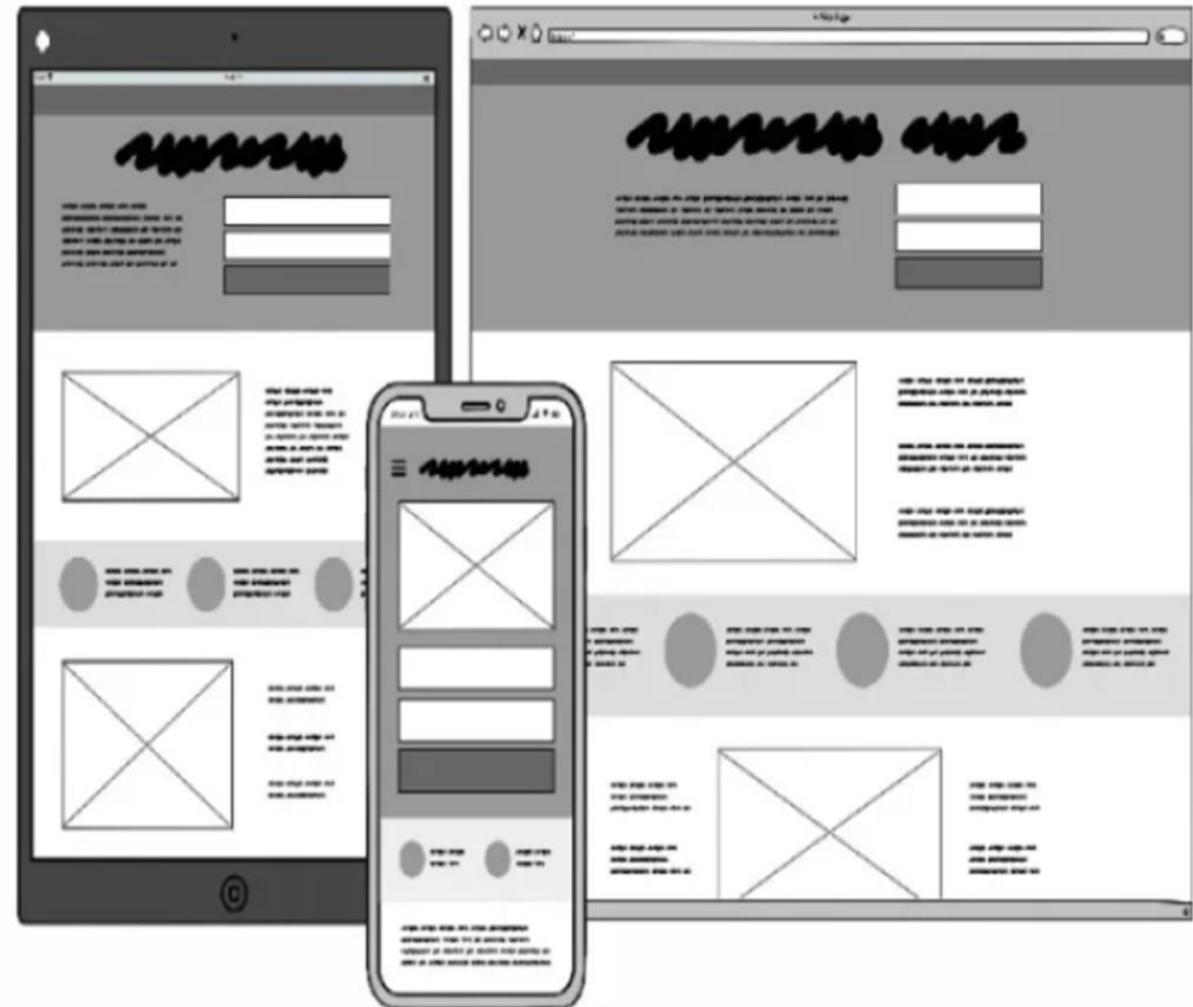
Any Questions?

Don't forget to keep an eye on your emails!

If you have any concerns, need further support or have questions after this session, please contact:

democracy@liverpool.ac.uk