



Liverpool  
Guild of  
Students

Student  
Officer  
Elections

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Liverpool Guild of Students  
160 Mount Pleasant, L3 5TR  
+44 (0) 151 794 6868  
[www.liverpoolguild.org](http://www.liverpoolguild.org)

# Campaigning 101

## Candidate Training 2025

# What you'll get from today

- Why do students vote?
- Using your networks
- Building a Campaign Team
- Single Transferrable Vote
- Online Campaigning
- Face to face campaigning



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# Why do students vote?

# Why don't students vote?

# Where did you hear about the candidates?

Response	Times Chosen	Percentage
University Email	879	46.5%
Guild Email	740	39.2%
Guild Social Media	506	26.8%
Poster, banners or physical adverts	428	22.7%
University Social Media	341	18.1%
A candidate, or student campaign team spoke to me	340	18%
Candidate Social Media	230	12.2%
A friend told me about a candidate	100	5.3%
Candidate spoke in a lecture	63	3.3%
The candidate is a friend	59	3.1%
Society email or endorsement	50	2.7%
Online Group Chat	41	2.2%
Candidate Email	40	2.1%



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**What is one quality or trait  
that you think it is important  
for a leader to have?**



# 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?



Your family



Your  
Lecturers



Support your  
candidacy

Students who  
like your  
manifesto ideas



Course  
Mates

Your  
campaign  
team

Students who  
don't know about  
the elections

Societies  
you're a part of



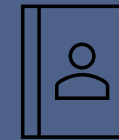
Unimpactful

Impactful

Students who  
don't care about  
the elections



Students from  
different  
backgrounds/  
groups



Students on a  
friend's course



Social Media  
followers who  
aren't students



Students who don't  
like your ideas

Another candidate's  
campaign team

Oppose your  
candidacy

# Building an effective campaign team

- Use your networks!
- What skills do you need?
- Think about the benefits for campaign team members

# Perfect Roles



The chef



The artist



The keen bean



The poster-er



The chatty one



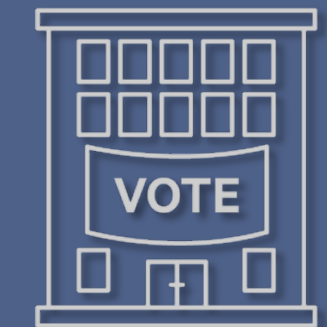
Social media addict



Computer whizz



The parent



The one who lives in a really good place and can put posters in windows and a banner outside their house

# Get Your Campaign Team Elections Week Ready

## 1. Share your knowledge

- Let them know the rules to follow, any key dates + your manifesto promises

## 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

# 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

# Make your campaign shine!



# What We'll Cover

**Building your Brand**

**Digital Spaces & Campaigning**

**Social Media & Elections Top Tips**

**Intro to Videography**

**Content Inspiration**



# Your Brand!

- Candidate Pack
- Digital Campaign
- Your Team
- You



# Your Digital Campaign



**Social Media**



**Online Student Channels/Areas**



**Who are your audience and where will be they be?**



**Create Digital Assets**



**Engage with Guild Channels**

# 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



# Your Campaign & Social Media

As of 2025, how many active social media users are there worldwide?

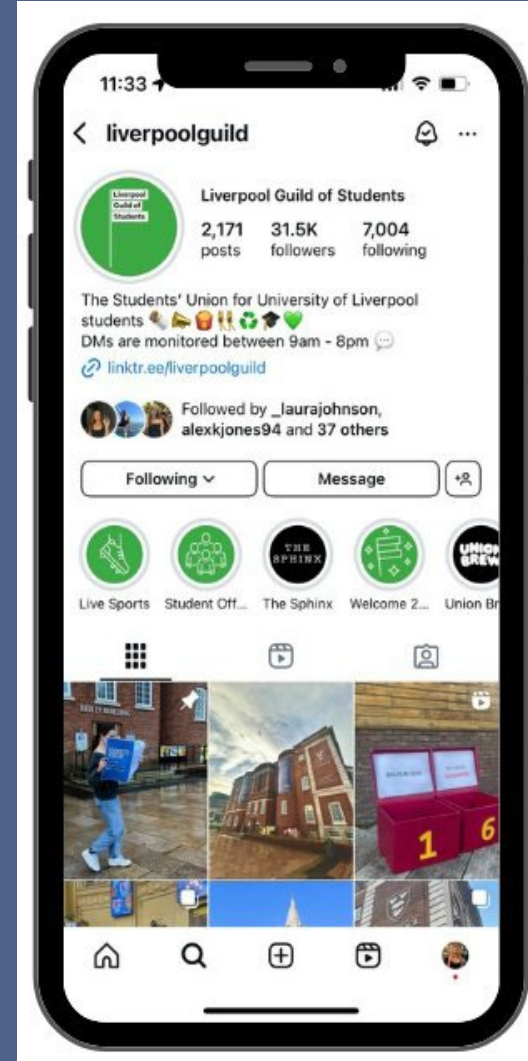
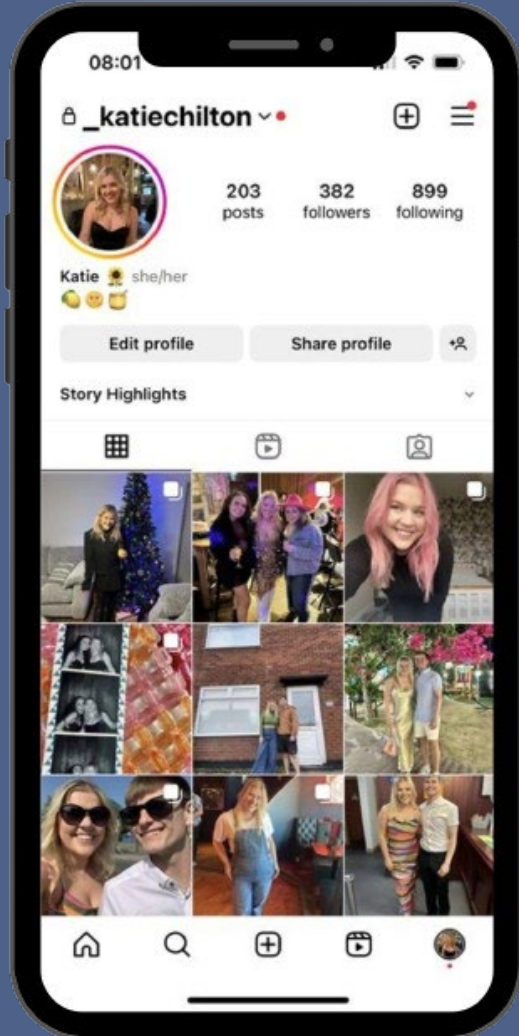
**5.24 billion!** Using 6.83 social media networks per month (Sprout Social, 2025)

On average how long do you have to grab Gen-Z attention on social media?

On average, Gen Z will pay attention to content for a span of eight seconds -- four less than millennials.

# 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 – 10th March
- Elections Launch Content – 12th March
- Voting is Open – 17th March
- Candidate Takeover – 18th March
- Vote Now Content – 17th – 21st March
- And your Student Officers 2025/26 are... 21st March



# 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.*

# Candidate Videos

- Create 2 Videos: Deadline 12pm on 14th 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 18th March)
    - Included in Candidate Takeover on Guild social media channels.
    - Offers concise snapshot of your campaign.

You may also create additional content for:

- Launching your campaign on personal channels.
- Encouraging voter turnout.
- Showcasing your personality through reels, TikTok trends, and longer-form content.

# 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

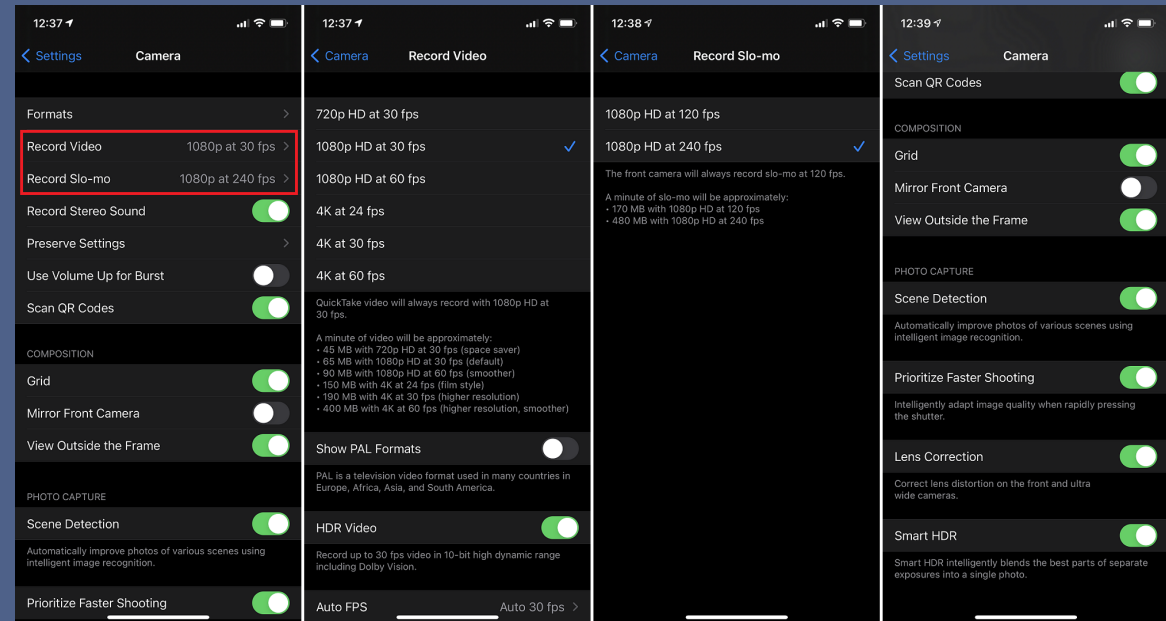
Set your resolutions to the highest you can  
(usually 4k)

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.

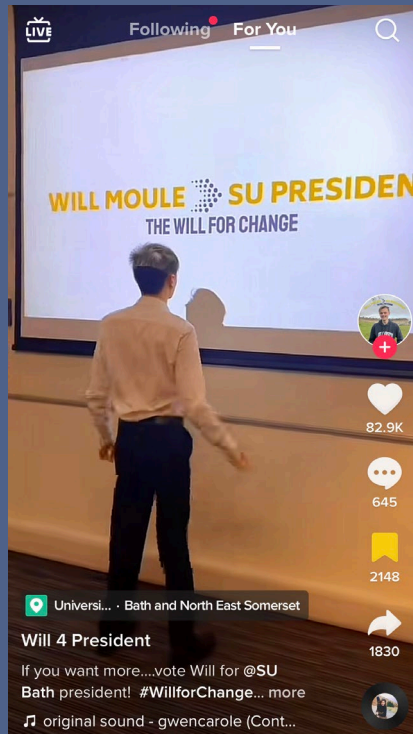
Use Rule of Thirds – keep horizon on the top  
or bottom third of your shot – Keeping  
subject on  
the left or right third.



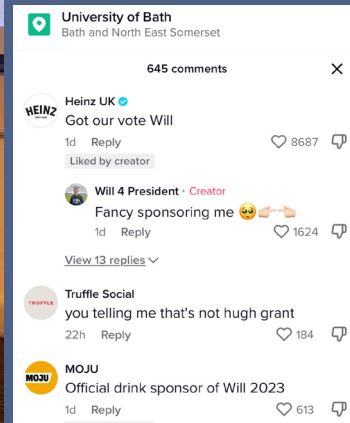
## Lights, Camera, Action

- 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

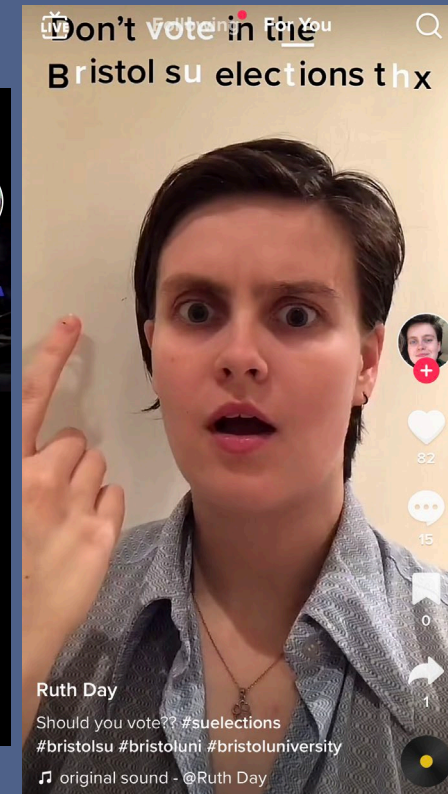
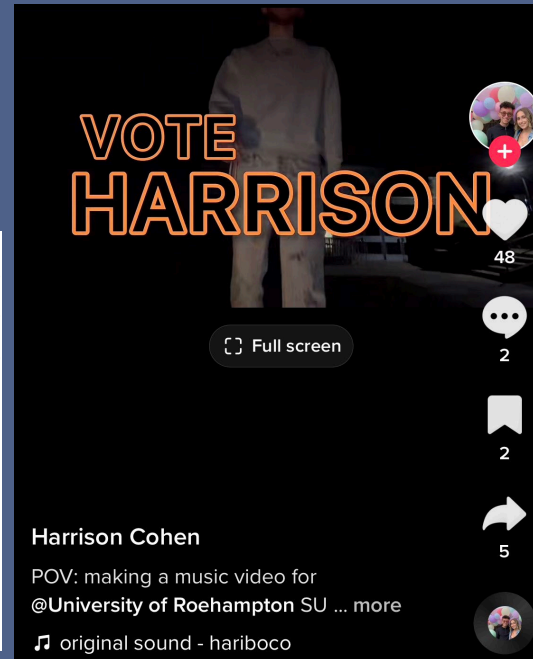
# SU Elections & Social Media



<https://vm.tiktok.com/ZMYydEcCH/>



<https://vm.tiktok.com/ZMYydpPgP/>



<https://vm.tiktok.com/ZMYydgAVq/>



# Guild Social Media



**Candidate Launch - 10th March**



**Elections Launch – 12th March**



**Video takeovers – 18th March**



**Breakfast Briefing – 11th - 15th March**



**Daily Incentives and Prizes**



**Student Media**

# Look After Yourself

- Focus on physical campaigning
- Get plenty of sleep
- Keep warm
- Stay fed and watered
- Get deadlines out the way early
- Take regular breaks
- Lean on support networks/campaign team
- Have fun!

# 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](mailto:democracy@liverpool.ac.uk)**



## ● Candidate Training Afternoon

**Wednesday 26th February, 13:00-17:00 – Elizabeth Gidney Room,  
Guild Building**

A crash course in becoming a candidate! From creating the perfect video to Campaigning 101, we're on hand to offer all the support you need to be Elections Week ready.

**13:00-13:30 – Get to Know the Guild**

**13:30-14:15 – Campaigning 101 - Part 1**

**14:15-14:30 – Break**

**14:30-15:15 – Campaigning 101 - Part 2**

**15:15-15:45 – Public Speaking for Campaigners**

**15:45-16:00 – Break**

**16:00-16:30 – Manifesto Masterclass**

**16:30-17:00 – Graphic Design 101**