

# SOLENT ● ✕ ● ● BY-ELECTIONS

GROW 🍂 YOUR 🍂 UNION

**Candidate Artwork Guide**  
**October 2025**

## Artwork

To support your running in the By Elections, we ask all candidates to create and submit a poster to promote yourself.

This will be shared by us, but you can also be provided with printed versions to use while campaigning too.

Your poster should highlight:

- Who you are
- what role you are running for
- key aims you will achieve
- link or qr code to voting
- Photo

## Artwork Rules

- Each candidate will be supplied with:
- 40 A4 sheets worth of printed publicity (no more than 3 designs/sizes)
- Each candidate must request the Students' Union to print these by no later than Wednesday 12<sup>th</sup> October 12pm. Each candidate can request less than the allocated 40 sheets.
- Printing must be done by Students' Union staff, and you may not purchase extra paper or produce your own publicity. Timetable for submitting publicity text and designs to the Students' Union will be covered in the candidates' briefings.
- Campaigners may not share their campaign materials with other candidates or jointly campaign on a slate.

## Artwork checklist

Remember to Include Key Information:

- Your name
- A photo/image of yourself
- Mention one or more of your manifesto points
- An appropriate Elections slogan

## Design Tips

- Spend a bit of time on your artwork - 15 minutes a day over the next few days will ensure you don't have to rush it at the last minute
- You can enlist friends to help
- Keep it simple! Think about how much information you would want to read on a poster!
- Free tools such as Canva are a lifesaver if you aren't a Photoshop Pro
- Be conscious of colour choices, [www.Coolors.Co](http://www.Coolors.Co) is a great tool for choosing colour palettes

## Inspiration

There is no rule against using Google or Canva templates to get some inspiration!

In fact, we encourage it!

Search for:

Students' Union elections campaign

Students' Union poster

Students' Union election video

## Artwork Examples



Less is more



But say something

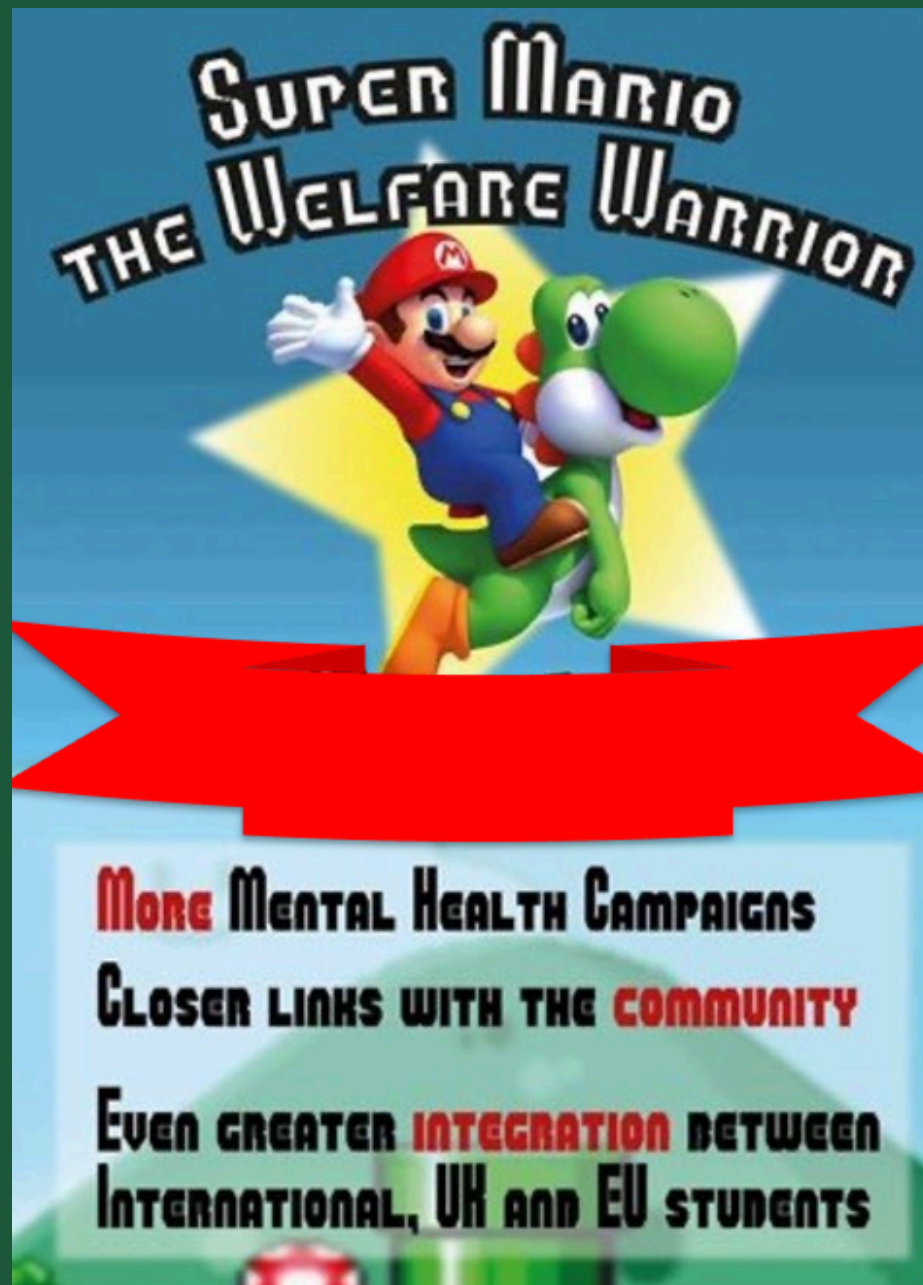
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## Artwork Examples



**Avoid copyright**



**But be creative**

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Artwork Examples



Make sure you include voting links to the SU website!



Build your brand, have a consistent theme or colour



Be careful when designing to make sure key details are visible

Make sure that all content still meets the requirements, with relevant links and information.



## Creating a video tips

Subtitles MUST be used on video content where someone is speaking.

This can be manually added or using built-in features on social media.

Think colour, font and size: Is it easy to read and see?

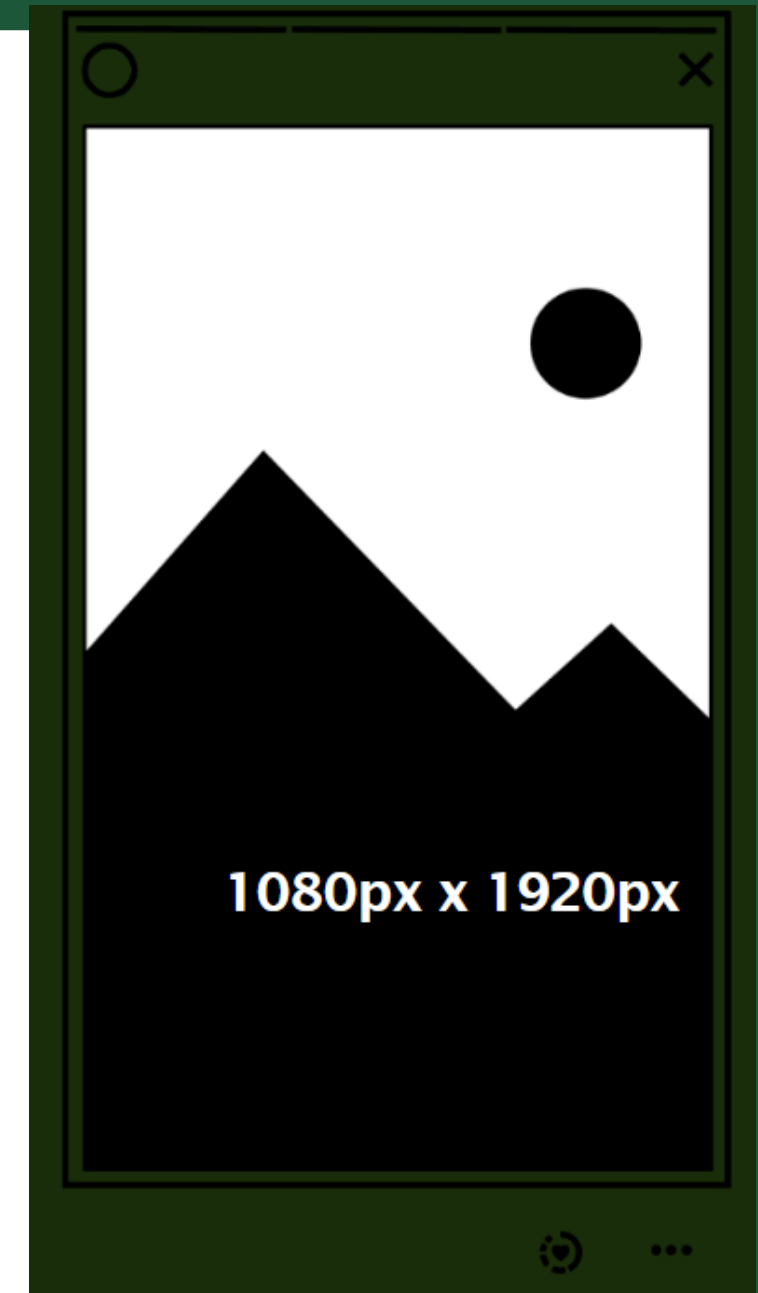
Avoid inaccessible colour combinations - Red & green, green & brown, green & blue, blue & grey, blue & purple

Spacing is important – does the layout flow?

## Creating a video tips

If you want a campaign video and you want to film it yourself, it will need to be:

- Portrait
- .Mov .Avi or .Mp4
- Clear audio
- Reasonable quality
- Phone camera



## Creating a video tips

- Film in a quiet environment
- Make sure the lighting isn't behind you
- Use a free video editing app like iMovie or Movie Maker
- Remember to be honest and transparent
- Above all, have fun with it and be positive

## Submitting Artwork

All candidates must submit their Artwork to paperforms using the following link:

<https://yvylura7.paperform.co>

When submitting your work, please make sure that it is saved at A Sized (A4 paper) as a PDF format.

You can submit your artwork as soon as you are ready to do so.

We will track submissions, and any submitted after the deadline will not be printed.

This is to ensure that the Elections are fair and all candidates are treated the same.

Remember, all artwork MUST be printed by SU Staff!



## Sustainability

We are trying to be a more sustainable SU. So when requesting your printing, please think about how you will practically use the printing.

We will provide a large A0 poster for each candidate to be displayed in the Spark.

Leaflets with QR codes tend to be the most impactful, but think about how many you will actually need.



## Artwork Collection

- Artwork will be ready for collection from Monday 20<sup>th</sup> October 10am.
- We will email you to confirm that your artwork is ready.
- You will need to come to the SU Office to collect your artwork.
- We will have all requested print outs ready for you when you arrive.
- Once you have received your artwork, you will need to sign to confirm your collection.

## Where can my artwork go?

- You can place your artwork on any walls of the SU!
- You can place them on SU boards in student accommodation.
- You can hand them out to students.
- You can ask for permission for them to be placed in course areas.
- Think outside of the box, where can you place your campaign material that will attract the most students?

## What other campaign material can i have?

- You can place your artwork on any walls of the SU!
- You can place them on SU boards in student accommodation.
- You can hand them out to students.
- You can ask for permission for them to be placed in course areas.
- Think outside of the box, where can you place your campaign material that will attract the most students?

## Hustings

Hustings is a chance for you to answer questions from students around your candidacy.

Students will submit questions in advance, that will be asked to all candidates.

You will be provided with the questions in advance to prepare your response.

Tuesday 21<sup>st</sup> October in the Spark 2-4pm, will be the opportunity for you to answer questions from students and promote your campaign.

All candidates are strongly encouraged to attend.

## Filming

Candidate Artwork and Social Media Workshop:  
Monday 13th October: 2-3pm

Candidate Filming:

Filming with our Communication and Marketing Team will take place the week commencing Monday 13th October. I will send out a sign up link for your slot closer to the time.

This is your opportunity to work with our team and film online content as part of your campaign.

# Candidate Artwork Guide

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## Filming

Artwork Deadline:

All artwork must be submitted using the following link by **Wednesday 12th October 12pm.**

Here is the link: <https://gybz8ofw.paperform.co>

Please note that if you do not submit your artwork by this date you may be disqualified.

Monday 20th October: 10am-4pm - Pick up artwork from the SU

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## Candidate Briefing

Candidate briefing will take place on:

- Monday 13th October: 12-1pm

or

- Tuesday 14th October: 4-5pm

In JM202.

You must attend one of these sessions, to ensure that you have all the information you need during elections. This will include an overview of Election Rules, Candidate Information and voting guide.

All candidates **MUST** attend the candidate briefing or risk their application being withdrawn.

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## Key Dates

### Campaigning and Voting

- Monday 20th October 10am- Friday 31st October 3pm - Campaigning can happen online and in person.
- Monday 27th October 10am- Friday 31st October 3pm - Campaigning can happen online and in person and Voting open.
- Results to be announced Friday 31st October in the evening (dependent on RO validating results).

## Campaigning

Campaigning will run for two weeks! The first week will be only campaigning and voting will not yet be open. Week 2, voting will be open so this is your chance to encourage as many students to access the voting link.

- Monday 20th October 10am- Friday 31st October 3pm - Campaigning can happen online and in person.
- Monday 27th October 10am- Friday 31st October 3pm - Campaigning can happen online and in person and Voting open.
- Results to be announced Friday 31st October in the evening (dependent on RO validating results).

## Campaigning in person

- Campaigning in person gives you an opportunity to build a presence around campus.
- You do not have to campaign in person, but previous Elections have evidenced a very significant increase in votes for the candidates that do.
- When Campaigning, it is important to remember that you must not campaign in the Library.
- You must not campaign near Voting Stations (this includes iPad at the voting events).
- You must not force a student to vote for you by using a mobile device.

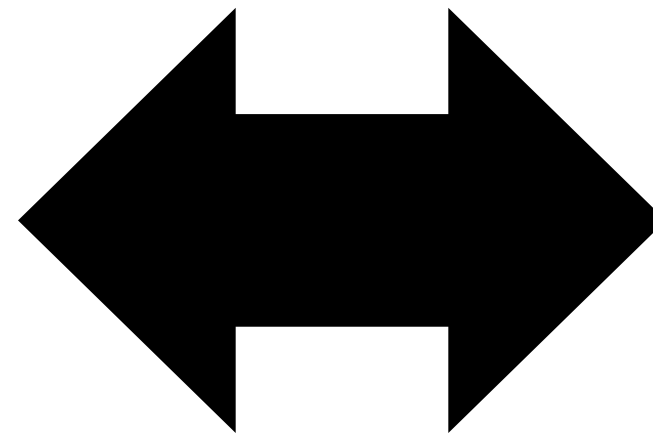
## Campaigning in person

- Think about how you are going to engage with students.
- 
- You want them to take a few minutes to speak with you, but you need to be memorable.
- 
- This is why it is important to build your brand (and handing out freebies does not hurt either).
- 
- Some examples you could use:
  - Printed T-shirts to promote your campaign
  - Create banners
  - Give out stickers
  - Leaflets (must be printed by SU)
  - Handing out sweets

## Campaigning in person

### DO'S

- Be visible around campus
- Speak with as many students as possible
- Hand out freebies
- Share posts in whatsapp and social media groups
- Build a Campaign Team who can support you with campaigning
- Be creative! Think outside of the box
- Take part in Hustings Filming provided by the SU



### DONT'S

- Coerce students into voting for you
- Campaign in the library
- Put posters in undesignated areas
- Spend over the set budget
- Discredit other Candidates
- Use any method to campaign that is not available to other students
- Stop students from getting to class on time



## Campaigning online

- You can share all kinds of different content on social media
- (Reels and fun graphics do best!)
- 
- Raise your profile on social media and encourage friends to vote
- 
- You may wish to set up separate social media accounts for the purposes of campaigning
- 
- If you are involved in a group chat, feel free to use them to campaign
- 
- Use the hashtag #solentsu #growyourunion
- 
- Tag the su - @solentsu

## Campaigning online

- They are the same as the Elections Rules: the law, university and union rules still apply!
- A sense of fair play and friendly competition reflects best on you! We won't tolerate any negativity, especially bullying or harassment of other candidates
- If found breaking any rules, you find yourself liable to be disqualified
- If you wish to promote your campaign on a societies page, you need to contact the page owner and ask if they are happy to share your campaign materials and offer that opportunity to any other candidate; they will then contact the SU for guidance.

## Campaigning online

- Post regularly
- Photo & video posts perform best
- Keep it relevant and to the point
- Use links to direct people to more information
- Interact with other accounts
- Use location tagging to tag the university so that you reach the relevant audience
- Tailor what you're saying to each platform
- Use appropriate hashtags - #SolentSU

## Campaigning online

- Platforms such as Buffer, Hootsuite and Later allow you to schedule social media posts in advance. All have a free version.
- You can draft posts and share them on multiple networks
- Some platforms will even tell you how your content is performing!
- Other tools
- Short links and link tracking - bit.Ly
- Design without fancy software - Canva
- Instagram link in bio - campsite.io or linktr.ee

## Campaigning online

- You can use Whatsapp groups to promote your campaign, provided you remember:
- To follow the elections rules
- Other candidates MUST be allowed to do the same in that group

## Campaigning online

- Blog
- A candidate website
- Make your own memes
- Podcast
- Snapchat / Instagram stories
- Facebook live Q&A
- TikTok
- Create a music video
- Create a parody song
  
- Try to be as creative as possible!



## Campaigning online

- Think about things you can create for free or with a limited budget
- Be mindful of your expenses
- Publish on social media on a regular basis

### REMEMBER

The union is not responsible for publishing or sharing anything extra you create  
You are liable and anything created must adhere to the Elections Rules

## Artwork and Campaigning

- The union will publish your manifesto, photo, and candidate video clips that are filmed with us.
- You can take part in Hustings to promote your campaign and we will share footage from this.
- You can publish just about anything else yourself, as long as it adheres to the Elections Rules – be positive, be kind!
- Remember the use of props and some items may have a cost implication

## Wellbeing

Throughout the process of the Election, time can be busy, so we want to make sure that throughout the process your wellbeing remains a priority. The Student Union is open for you to come for a chat or chill out if you need to. It's important to also remember the basics, try to get eight hours of sleep a night, eat healthy meals, plenty of water and try not to spend too much time on social media. We will be sharing reminders to take a break and wellbeing tips throughout the election period also.

It is also important to try and strike a balance between campaigning and your academic work. Try putting a schedule together to ensure that you have enough time for both. We are here to support with this if you need us!

For any advice or questions around anything Elections, please pop into the SU Office or email [elections@solent.ac.uk](mailto:elections@solent.ac.uk).

Good luck! This is such an exciting time, we cannot wait to see you all campaigning!

## Election Rules

The document that defines the rules and regulations for the entire elections can be found below. You can refer to this document for definitive rules and regulations on how the elections are conducted, counted, and regulated.

You can find our Election Rules document [here](#).

Within our Election Rules document you can also find out about the eligibility for students running for any positions, how the application, voting, and complaints processes work, as well as the role of the Returning Officer.

The Deputy Returning Officer will produce additional rules, regulations, and guidance for individual elections. These will be available to all candidates that are ratified. However, it is the Election Rules that will be used by the Returning Officer to determine any electoral misconduct. Candidates must be aware that they risk being removed from elections if they fail to observe and practice the guidance provided.

All candidates are advised to read our Election Rules and familiarise themselves with the rules.

# Candidate Checklist



**Make sure your manifesto stands out and upload to the website**

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**Work on your artwork and send in via the link by:**

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**Attend the Candidate Briefing**

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**Book in for Candidate Filming**

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**Attend Hustings**

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**Remember:**

**Manifesto and Artwork must be submitted by Wednesday 12<sup>th</sup> October 12pm.**

**Remember:**

**Candidate Briefing is Compulsory to attend for all candidates!**