

Elections rules

PUBLICITY AND MATERIALS

You need to provide your own digital publicity designs for your campaign.

Please refer to the **Technical Guidelines** in the appendix for more information.

All publicity materials e.g. T-shirts, freebies, websites etc. are subject to Election Committee approval and must be paid for out of your campaign allowance.

ALLOWANCES & DONATIONS

Each candidate has campaign allowance to help them run their campaign. This allowance can be used for promotion and promotional materials and your total costs should not exceed this allowance. For example, you should include printing costs & social media promotion costs as well as physical items. This includes purchases by members of your campaign team. Financial donations from externals are not allowed. The donation of resources from externals are allowed in some circumstances and must be approved by the Elections Committee before being accepted.

The allowance system is in place to ensure that candidates have equal opportunity regardless of their personal financial situation. If a candidate or their campaign team are found to have spent more than the allowance then the candidate can be disqualified from the elections process.

Candidates should declare expenditure and provide receipts as they spend and will be reimbursed the week after the elections. If you are not in a financial position to pay for your publicity in advance and receive reimbursement after the elections then please e-mail SForbes@qmu.ac.uk in complete confidence.

Part-time Officer candidates are entitled to up to £20.

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CAMPAIGNING

Your campaign is how you let students know who you are and why they should vote for you.

Campaigning can be a mixture of online and in-person. However, the most impactful campaigning is in-person and a great chance to meet voters. All activity must be discussed with the SU before you proceed to ensure you are complying with QMU and QMUSU guidelines.

Running a campaign that is visible to students outwith your usual network will be a challenge and will require you to think creatively. Links to all online platforms that you use must be submitted to the SU for monitoring purposes.

You are strongly advised to have a campaign team to support you during the elections. **All members of your campaign team must be disclosed to the Students' Union** and you as a candidate will be held responsible for the conduct of your campaign team.

There are a number of things that all candidates must do as part of their campaign, **including the provision of publicity material and attendance at 'Candidates Question Time'**.

Formal campaigning may only begin once you have notification that your publicity materials have been approved on Wednesday 26th of February 2025

BEHAVIOUR & CONDUCT

It is expected that all candidates and their campaign teams treat everyone with the same level of respect that they would wish for themselves. Inappropriate, threatening, intimidating or defamatory language and behaviour is not acceptable on any platform. Any allegations of this will be investigated by the Elections Complaints Committee. Any candidate or campaign team member found to have behaved inappropriately risks being disqualified from the elections and all students risk disciplinary actions if they breach University regulations.



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ONLINE MEDIA

All candidates are permitted to utilise Facebook, Instagram and other social media for the purposes of campaigning, however no candidate may use any official SU platform to promote their campaign.

Candidates may build their own campaign website if they wish. All social media and webpages must be disclosed and made accessible to the Elections Committee for monitoring purposes.

Any candidate or member of a campaign team deemed to have used inappropriate, threatening or intimidating online campaign tactics may face being disqualified from the election and may face disciplinary proceedings according to the SU and University regulations. This will be as interpreted by the Elections Committee or Chief Returning Officer.

GENERAL RULES

- All candidates must stand as individuals and not as a group/team.
- No personal campaign promotion should happen during official SU events.
- Candidates who are current Officers, work in the SU or work in Maggie's must not campaign while they are carrying out duties in their role.
- SU resources must not be used for the purpose of personal campaigning.
- All candidates are encouraged to familiarise themselves with the [Elections Regulations](#), specifically the section titled **Conduct in Elections**, before campaigning begins.
- If in doubt about anything please ask a member of the SU team.