

Leadership Elections 2022:

Candidate Digital Campaigning Pack

Full of social
media content,
guidance, top
tips, and
useful links.



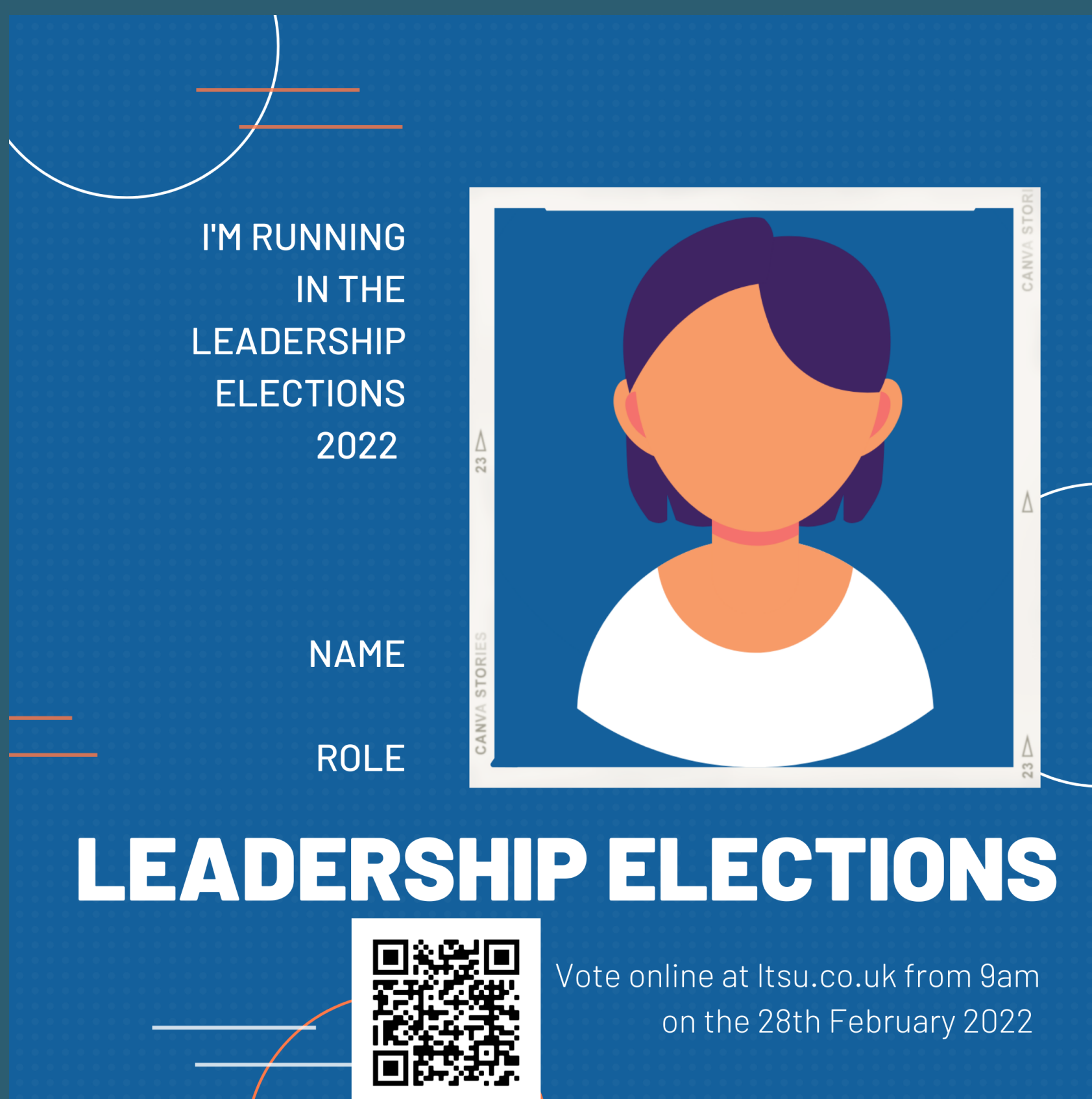
Leeds Trinity Students' Union

Social Media Content

In the Teams Files, you'll find the following templates to use in your campaigning.



Instagram Tile



You can edit this template or make your own (see Useful links for some websites you can use!)

Social Media Content

facebook Cover



You can edit this template or make your own (see Useful links for some websites you can use!)

Social Media Content



Microsoft Teams
Backgrounds

Use this (or make your own!) in
lectures and meetings to let students
know when to vote!

VOTE from 28th Feb - 3rd March!



“Key Phrases”

Here's a list of some key words and phrases that we use in our Elections communications that you can use too!

Be the Change

Campaign

Candidates

Vote

Leadership Elections

Nominations

Question Time

Results Night



Top Tips

Social media is a really good way to get your message out to voters!

- How algorithms work

Social media algorithms are a way of sorting posts in a users' feed based on relevancy instead of publishin time.

Social networks prioritise which content a user sees in their feed first by the likelihood they'll actually want to see it.

- How to make your posts perform better

All platforms use an algorithm to determine what content is shown to users. This is based on a number of things but the actions you can take to help increase how many people see your post include:

1. Liking and commenting on others' posts (both users you follow and users you don't)
2. Experiment with caption length and hashtags
3. Use high-quality photos
4. Facebook prioritise 'meaningful' conversation so having a real conversation in post comments and on Instagram

You can read more about algoirithms here:

<https://sproutsocial.com/insights/social-media-algorithms/>

- When the best time of day to post is

The best time of day to post varies but we recommend posting in the evenings. Think about the time of day that you are most active on social media nad post at those times as it's likely your audience will have similar behaviour.



Useful Links

Photo Editing

Canva:

An easy to use website and app where you can make loads of graphics and social media posts for free.

Photopea:

A website that lets you edit photos, apply effects, filters, add text, crop or resize pictures.

Snapseed:

A photo-editing app (iOS and Android) where you can enhance photos and apply digital filters.

Video Editing

FlexClip:

A video making and editing website where a lot of the capabilities are free.

Analytics

Bit.ly:

Bit.ly is a website and app that allows you to shorten and manage your links.

Things to remember about digital campaigning



You CAN:

- Use as many online platforms as you like to campaign
- Make as many digital posters, flyers, videos (and more) as you like to support your campaign
- Spend up to £40 on your campaign (the SU will pay 50% of your campaign costs)



You CAN'T:

- Start until after Candidate Briefing
- Use the Leeds Trinity SU or LTU logo in your campaigning publicity