

RUNNING A CAMPAIGN IN A PANDEMIC

We know that this year looks different than normal and running a campaign is no exception.

The SU's top priority is keeping you safe, so there are new protocols and procedures in place to make sure we can all have a smooth election experience. Make sure you familiarize yourself with what is different, especially if you've run before. But, don't let new rules or limits intimidate you! You may not be able to rely on a lot of face-to-face campaigning or posterage, but there are still lots of great ways to campaign.

Here are our top tips to help you have a great election experience:

1

DON'T DO IT ALONE

Just because everything is online, doesn't mean you can do everything alone. Having volunteers to help you manage your schedule and posts will ensure that you don't burn out before the end of the campaign and help keep everything on track.

Work closely with your campaign manager and volunteers to ensure a successful and fun campaign and remember to communicate often!

2

SHOW UP TO VIRTUAL FORUMS

Forums are a great way to get to know the other candidates and their platform goals - even if you aren't a participant. Listen to what other candidates' main goals are and how this could impact your platform and goals. If you are both elected, you will be working closely with them throughout the year.

Asking questions at forums is another way for students attending to get to know you, recognize your name, and have your voice heard.

3

ORGANIZE YOUR CAMPAIGN

Beyond a strong platform being organised with your posts and virtual classroom visits is the key to a strong campaign. Making sure that you have all your permission slips for classroom visits early will make it a smooth process and set a good tone for your campaign.

Review your schedule every night, so you know what to expect in the coming days and where you might need additional support from your campaign manager and volunteers.

4

POST FREQUENTLY

The best way to get people to remember you is to post frequently and keep yourself at the forefront. Without the use of posters or the opportunity to speak to students face-to-face, your social media presence is important for voters to know who you are and what you are running for. But, remember to have a balance and not over-post. Plan your posts in advance and aim to have at least 2-3 strong ones each day, versus a dozen selfies or spontaneous comments.

Don't stretch yourself too thin either. Focus on a few platforms that you know well and are confident with. Quality over quantity is important.

INTERESTED? RUN WITH US!

Nomination Packages are available in the SU Office and online starting January 25, 2021.

Nomination Days are February 8-10 from 10 a.m. to 3 p.m. each day.

For more information visit www.su.ucalgary.ca/elections or contact elections@su.ucalgary.ca

