****

**How to Campaign online successfully for the**

**Wolverhampton Students’ Union Elections**

It is important that when you create your online accounts, pages, and groups on social media you think about what your identity should look like. A way to stand out is to be your unique self and be consistent on all platforms. This will help your followers recognise your content without needing to see your username. It is also a good idea to stick to a routine and post at the same time or date each week so followers get used to when they should see your content.

It is also worth planning your content, that way you can make sure it is engaging and informative. You can speak to your friends about what type of content would interest them and use the information to inform your plans, you can also bring inspiration from advertising campaigns you like and get inspired by creators you admire.

Remember when creating your material to think about the 5 W’s: Who, What, When, Where, and Why. You need to make sure that you share all the information with your followers to limit confusion. Ask yourself if you answered the Five ‘w’s before publishing something, for instance, if you are advertising an event make sure it is easy to find the date, time, and the link to join.

As this election is completely digital it is harder to advertise yourself to students. We, therefore, suggest that you join forces with other accounts and that you do some cross-promotion. This can be done by tagging others in your content, that way they’ll be able to share it on their platforms. Posting on all Wolves SU open online groups is also incredibly effective, have a look at the online groups created by your peers, join them and get to know their community. Facebook groups are usually a great way to reach a wide range of students.

**Instagram**

Instagram is one of the very best social media platforms which you can use to campaign for yourself as a candidate for Officer at the Wolverhampton SU. Many students make use of this platform, so it would be good for you to campaign on here too!

First of all, make sure you have an Instagram account. For help on how to make an Instagram account, click [HERE](https://help.instagram.com/155940534568753). Once you have created an account, there are a few ways you can advertise yourself.

One of the ways would be to create a post on your profile (click [HERE](https://help.instagram.com/442418472487929) for information on how to create a post). Bear in mind, you can only upload to Instagram from a mobile phone or tablet, not a desktop or laptop. When you’re uploading a post, there are a few things you could do: uploading a picture of yourself with text in the description as to why you’re the best candidate, uploading a video of yourself talking to the camera, or if you’re good with Photoshop you could even create a graphic to advertise yourself! Make sure that when you are posting on Instagram, use our #Hashtag# which is #WolvesVote. This way, students from our University will be able to see your posts when they are searching for you!

Secondly, you can upload pictures or videos to your Instagram story (click [HERE](https://help.instagram.com/1660923094227526/?helpref=hc_fnav&bc%5b0%5d=Instagram%20Help&bc%5b1%5d=Using%20Instagram) for information on how to create a story). Now stories are slightly different than posts – stories are vertical shapes, and they also disappear after 24 hours. However, just as with the posts it’s important you make use of the #WolvesVote hashtag. This will help direct our students to your content! Make sure to create interesting content, showing students that you are the most suitable candidate to become an officer at our SU.

**Twitter**

Twitter is also a great platform that you can and possibly even should use for your online campaigning.

Make sure to have a Twitter account first, click [HERE](https://help.twitter.com/en/using-twitter/create-twitter-account) for information on how to make a Twitter account. Now, you can use your personal Twitter account for campaigning so all your current friends can also see your campaigning efforts. However, you might find it beneficial to make a separate candidate account so you can keep your posts and campaigning posts separated.

The best way to campaign on Twitter would be through the use of Tweets. Tweets are messages that are no longer than 280 characters, so you need to make sure that your messages are short and concise. Similar to Instagram, you can make use of pictures and videos so make sure to use that to your benefit. Let people see your face so you can create a sense of trust and legitimacy. When posting on Twitter, you can also make use of the #WolvesVote hashtag to guide our University’s students to your posts.

Twitter does make use of Stories, however, they don’t appear to be very popular yet. It might be worth a try to post on your Twitter Story as well, just to show some extra content.

**Facebook**

Facebook is yet another social media platform that you should consider using for your campaigning efforts. There are a few options with Facebook so take a look at them below!

First of all, you need to make sure you have a Facebook account – click [here](https://www.facebook.com/help/188157731232424) for a guide on how to create a Facebook account. You have two options now, either your campaign on your personal Facebook profile, OR you can make a Facebook page that is specifically made for you as a candidate. Similar to the other social media platforms, it might be beneficial to keep your posting and campaign posts separately, but that is entirely up to you of course!

Similar to Instagram, Facebook offers to option of normal posts and stories as well. It will help you to include either pictures, videos, or graphics of yourself to help with your campaigning. People prefer having a face to put to the name. Luckily, for all social media platforms, you can and should use the #WolvesVote hashtag for all your posts and stories. Without this, it will be much harder to get students to see your posts!

**TikTok**

This is a relatively new social media platform that has gathered momentum over the last few months.

To use TikTok make sure you have an account – click [here](https://support.tiktok.com/en/getting-started/creating-an-account) for a guide on how to create an account.

The best way to use TikTok is to produce short videos using music or visual effects that you can find on the platform. Many students engage with this type of content, so participating in challenges or have a look at what is trending in the UK, might be a helpful start in gaining new followers.

**Useful tools**

**Hootsuite**

[Hootsuite](https://signuptoday.hootsuite.com/emea-row-eur-pro-sem-branded/?utm_source=google&gclid=Cj0KCQiA962BBhCzARIsAIpWEL0vhsi_LoTmaGAcJPpEeNTUK3brIfL-kn_X3avrXx3vqK98ee1BK2saAmskEALw_wcB) is a free social media management platform.

**Buffer**

[Buffer](https://buffer.com/) is an intuitive social media management platform.

**Sprout Social**

[Sprout Social](https://sproutsocial.com/?utm_source=google&utm_medium=cpc&utm_campaign=UK_Brand_Sprout_Social_Exact&utm_content=Brand_Sprout_Social_Brand_Name_Exact&utm_term=sprout%20social&creative=436167034021&AdExtension=&Location=20479&Matchtype=e&Device=c&gclid=Cj0KCQiA962BBhCzARIsAIpWEL0p4kdkoAdLKcgpZovOP8BUtAcFYS0eFL6vn5OkuQyt3SxuDg2gbksaAkTHEALw_wcB&gclsrc=aw.ds) offers social media management software solution. They also write very useful articles to help you keep on top of all the new digital trends and helpful tools.

**Awareness Days**

Calendar of [awareness events](http://www.awarenessdays.com/)