

How to Campaign: A Guide for LUSA Executive Candidates

Welcome to the ultimate guide for running your campaign in the LUSA Executive Elections! Campaigning is your chance to connect with fellow students, share your vision, and build support across campus. Below, you'll find essential official rules alongside key strategies to help you navigate your campaign effectively.

1. Nomination Requirements

Before nominating yourself for any roles, it is vital that you read the position descriptions for the roles you are applying for, not only to ensure that you know what the role entails, but also to check that you are eligible for the role. This starts with being a current enrolled student at Lincoln University and being eligible and able to work the amount of hours required for the role under New Zealand law and University house rules, but also includes specific eligibility criteria for the various roles, e.g. you must be enrolled in postgraduate study to nominate yourself for the role of Postgraduate Academic or Postgraduate Engagement Rep. On the nomination for you will be required to state how you meet the requirements as outlined in LUSA's Constitution and the relevant position description. The full list of requirements for candidacy are listed below the nomination form under the Election Rules.

Do also think carefully about which roles you want to nominate yourself for as you can run for a maximum of two roles.

2. Nomination materials

As stated in the Election Rules under the Nomination Form, candidates must supply a current and reasonable quality photo of themselves (preferably in 1:1 dimensions) alongside a biographical notes and policy statement (blurb) when they submit their nomination form.

The length of the blurb is dependent on the position you are nominated for. If a candidate applies for two positions, then they can write two separate biographical notes. The maximum length of the blurbs are:

- President – 500 Words
- Vice-President – 400 Words
- All other positions – 300 words.

If a candidate fails to supply any of the above by the deadline they will not be disqualified from the election, but LUSA will only include their name in all promotional material. No late submissions for these materials will be accepted.

3. Meet the Candidates Event

Candidates are expected to participate in the "Meet the Candidates" event during the campaigning period. This is an event designed a little like a debate or panel where candidates introduce themselves and are then asked questions by the LUSA President (or a

nominee) in front of an audience of students. These questions are typically pulled from their blurbs which they submitted with their nomination forms, as well as the LUSA Strategic Plan. Therefore, it is highly recommended that candidates familiarise themselves with this document (which can be found under "official documents" on the LUSA website) to prepare for this event. Candidates may bring in a sheet of notes no bigger than a double sided, A5 sheet of paper. Anything larger than this may be removed before the event begins. All candidates will receive an email from the LUSA president upon the announcement of candidates at the end of the nomination period, with more information for this event such as location, date, and time.

It is highly recommended that candidates engage with this event as much as possible, potentially sticking around at the end to chat to students who may have further questions for them, to speak about their policies and campaign in person.

4. LUSA Social Media Feature

During the official campaign period, LUSA provides every candidate with an opportunity to be featured on our official social media stories to help elevate your voice.

- What You Can Submit: You may provide *one* piece of promotional media for LUSA to share on our Instagram/Facebook stories (preferably 9:16 dimensions). Options include:
 - Your official campaign poster
 - A summary list of your core candidate policies
 - A short video introducing yourself and explaining your platform
- Video Specifications: If you choose the video format, it must be a maximum of 1 minute long. Keep it concise, engaging, and clear.
- The LUSA president should provide you with a due date for these materials upon the closing of the nomination period, to ensure that everyone gets an equal opportunity and time to create their materials.

5. On-Campus Poster Guidelines

Posters are a classic way to build brand recognition on campus, but candidates must adhere strictly to physical safety rules and post-campaign cleanup rules.

LUSA can print up to 20, A4, single sided posters in colour for each candidate to assist with the cost of campaigning. Outside of these posters, candidates may print and display as many posters as they wish, in whichever size they like.

Placement Rules

- Posters may be placed on public display areas and designated notice boards around campus.
- Safety First: Posters must not block any emergency exits, clear exit pathways, or essential clear visual panels (e.g., sliding automatic glass doors).
- If you're unsure where you are allowed to put up posters, just ask. Some examples of poster rules include:
 - There is not enough space on the LUSA noticeboards for all candidates so we cannot approve posters on our boards.

- Waimarie doesn't like it when you stick posters to the brick walls as they leave marks; however, you are allowed to stick posters to the white support pillars throughout the cafe spaces. Furthermore, most departments in Waimarie don't want their pinboards filled up with campaign posters so best not to put them here!
- If you want to hang posters in the library you need to ask the front desk for where this is permitted. They also only allow A4 size posters in the library.
- Students have also expressed that they don't enjoy bathrooms being filled with campaign posters so please refrain from placing posters in these areas.

Handy tip: we suggest that as you put up posters around campus you keep a list of where you placed them, to make cleanup at the end of the campaigning period easier and to mitigate the chance of accidentally missing any posters and risking disqualification.

Removal & Cleanup Expectations

- All physical campaign materials must be completely removed by the end of the campaigning period.
- Overnight Protocol: Because the campaigning period often officially ends at midnight when campus buildings are closed, candidates are permitted to finish removing posters up until 8:00 AM the morning immediately following the end of campaigning.
- Pro Tip / Recommendation: It is highly recommended to remove all posters the afternoon before the uni closes for the night. Leaving this job until the morning creates an unnecessary last-minute rush to ensure every single poster is down before 8:00 AM. If the campaigning period ends on a Sunday, it is then recommended that you take remove all campaigning materials the Friday prior while all campus buildings are still open.

6. Digital Campaigning & Voting Blackout

Digital channels (Instagram, Facebook, TikTok) are essential tools for reaching students, but strict timing rules apply once voting opens.

Campaigning Phase	Social Media Rules
Campaign Period	Active posting, sharing content, sharing candidate stories, and interacting with voters online is encouraged.
Voting Period	No new posts or active campaign promotion may be published during the active voting window. Existing static posts can remain, but actively pushing new material during voting is prohibited.

7. In-Person Engagement & Conversations

Face-to-face interaction is consistently an effective way to advertise your campaign.

- Talk to Students: Walk around common areas and start conversations. Ask students about their pain points, what changes they want to see on campus, and explain how your platform addresses those needs.
- Voting Period Rules: In-person campaigning, just like all other forms of promotional outreach, cannot take place during the voting period. Use the campaign window to build momentum before polls open.

8. Candidate Tips & Tricks for Student Politics Success

To maximize your outreach and run an effective, memorable campaign, keep these strategic tips in mind:

Develop Clear, Focused Policies

- Stick to 3-5 strong, achievable bullet points. Students want to know practical ways you will improve their student experience (e.g., campus facilities, event variety, academic advocacy, or cost-of-living initiatives).
- Avoid overpromising on issues outside the Students' Association's direct scope. Focus on actionable change.

Build a Strong Visual Identity

- Use consistent colours, fonts, and a simple tagline across all your physical posters and digital graphics. Visual consistency makes your candidate brand instantly recognizable.
- Include a clear, approachable photo of yourself on your materials so students connect your name with your face. It is recommended that you use the same photo that you sent in to the returning officer with your nomination form as this is the photo that students will see on the voting form and you should be easily recognisable.

Leverage Peer Networks

- Engage with club executives, class reps, and residential assistants. Getting support from active student groups helps spread your message organically.
- Make sure to target all student demographics, domestic and international, postgraduate and undergraduate, online and in person. *All students have a single vote for all roles so don't just campaign towards your chosen demographic.*
- Form a support team to help put up posters, share online content, and keep you energized throughout the campaign. The only students that cannot help with this are the current year's executive as they must remain impartial to maintain the integrity of the elections.

Maintain Professionalism & Respect

- Focus on your platform and what you offer. Keep the campaign positive and avoid negative commentary about other candidates.
- Respect campus spaces; never cover or remove another candidate's posters.

Please note: *Another important part of campaigning is to have fun. Don't put too much pressure on yourself; simply enjoy the process of participating in the democracy of our LUSA elections. That being said, if the stress of elections is getting to you, please do not hesitate to reach out to the LUSA team. We are here to support you to have a great time.*