

# Instructions to Campaigners

## Introduction

These instructions have been prepared by the Returning Officer in order to help you. These are essentially the rules that are laid down to ensure the fair running of the campaigns. We know that you obviously want this person to win, otherwise you wouldn't be helping them to campaign. If you don't follow these rules, you may force the Returning Officer to disqualify them and you as a campaigner may have discipline procedure invoked against you, and we know you don't want that. If you are unsure on any of the points below, then ask. You can either ask the candidate you are campaigning for, as they will probably already have the answer, or you can ask the Returning Officer directly at [elections@imperial.ac.uk](mailto:elections@imperial.ac.uk), who will be more than happy to answer your query.

Remember, the candidate you are campaigning for is responsible for everything you do. If you break the rules they may be punished, which may ultimately lead to their disqualification.

Please note: campaigning cannot start until the close of nominations on Sunday 28 February. Don't start campaigning before this time as you may be disciplined.

For more information and other resources, please visit [imperialcollegeunion.org/elections/candidates](http://imperialcollegeunion.org/elections/candidates).

## Campaign Materials

One of the most contentious points between candidates during an election can be campaign material. In order for this election to be successful, we have to lay down some ground rules that everyone must follow:

- ▲ The election publicity rules are formed from the standard Imperial College Union publicity rules plus additional rules imposed by the Returning Officer.
- ▲ All campaign material must be in English only or have an English translation of anything said in a foreign language, the translation being equal or greater in prominence.
- ▲ All campaign material must include the pre-designed The Leadership Elections banner available at [imperialcollegeunion.org/elections/materials](http://imperialcollegeunion.org/elections/materials). Other use of the Union or College logo on campaign material is prohibited.
- ▲ Spamming is forbidden. No use of email lists (either College or Union) or any mass emailing of any form is allowed. If a candidate, or a member of their campaign team, sends an email and the receiver does not know the sender then lodges a complaint, the candidate may be penalised and/or disqualified.
- ▲ All campaign material must not contain offensive language, contain implied offensive language, or be libelous in nature.
- ▲ Campaign material must not be placed over other candidates' material; nor should other candidates' material be removed.
- ▲ Posters must be no bigger than A2 in size.

- ▲ Posters must not be placed on open brickwork and non-designated poster boards.
- ▲ Your posters must be at least five metres apart from one another.
- ▲ Posters must be put up using blu-tack or drawing pins (as appropriate) – do not use sticky tape.
- ▲ There must be no publicity in halls of residence unless express permission has been given by the Wardens or Sub-wardens for the posters to be placed in any designated areas.
- ▲ You are not allowed to use adhesive stickers as campaign materials.

#### Social media rules:

- ▲ Candidates may create Facebook groups.
- ▲ Candidates are not permitted to use for the purpose of campaigning any Facebook group created for any purpose other than the current election.
- ▲ A Facebook message is governed by the same rules as an email.
- ▲ Any candidate using Twitter must enter their Twitter handle at [imperialcollegeunion.org/vote](http://imperialcollegeunion.org/vote) when entering their manifesto.
- ▲ All tweets by candidates and their campaign team must include the hashtag #voteicu.
- ▲ Candidates must invite Imperial College Union Returning Officer ([facebook.com/icureturningofficer](https://facebook.com/icureturningofficer)) to any Facebook groups used for campaigning.

You can only place posters in the following places:

- ▲ The Junior Common Room pillars, but not glass, in the Sherfield Building;
- ▲ Union Building poster boards with the exception of the bar area, the Union Dining Hall, and those covered in plastic or glass;
- ▲ Stairway noticeboards at St. Mary's, on each floor;
- ▲ Glass notice boards at SAF and in UMO student post room;
- ▲ Reynolds First floor walls and basement walls.

# The Rules (as set by the RO) - Campaigning

1. No candidates' publicity may appear before the close of nominations.
2. All campaign material must be covered by a suitable receipt.
3. All campaign material for full-time positions and Constituent Union Presidents must cost no more than £100 of which the Union will refund 100%.
4. All campaign material for all other part-time positions must cost no more than £50 of which the Union will not refund and must be covered by the candidate.
5. All campaign material must comply with the Union's Publicity Policy at [imperialcollegeunion.org/your-union/policies/17](http://imperialcollegeunion.org/your-union/policies/17).
6. All posters, flyers and websites must include the pre-designed The Leadership Elections banner available at [imperialcollegeunion.org/elections/materials](http://imperialcollegeunion.org/elections/materials). Other use of the Union or College logo on campaign material is prohibited.
7. Receipts for monies spent on all campaign material must be submitted in person to the DROs or by email to [elections@imperial.ac.uk](mailto:elections@imperial.ac.uk) before 17:00 Thursday 10 March.
8. Candidates' manifestos and photos must be submitted online at [imperialcollegeunion.org/vote](http://imperialcollegeunion.org/vote) by 17:00 Monday 29 February. Manifestos may be no more than 250 words long. Any words over 250 will be removed before the manifestos are published.
10. Candidates must not obscure, tamper with or remove the publicity of any other candidates.
11. Permission must be sought when posters are placed on non-designated poster boards as set out in the Union's Publicity Policy ([imperialcollegeunion.org/your-union/policies/17](http://imperialcollegeunion.org/your-union/policies/17)).
12. You are not allowed to use adhesive stickers as campaign materials.

## Online

13. Candidates may use social networks or their own website to promote their campaign.
14. All candidate websites and social network pages must contain a link to the elections website [imperialcollegeunion.org/elections](http://imperialcollegeunion.org/elections).
15. Candidates are allowed to use Facebook groups, mailing lists and other forms of group communication as long as they have collected the information for those individuals during the campaign period (close of nominations to the close of voting) and the group was formed for the sole purpose of campaigning in this election.
16. All Facebook groups must invite Imperial College Union Returning Officer ([www.facebook.com/icureturningofficer](http://www.facebook.com/icureturningofficer)) to the group before it is used for campaigning purposes.
17. All Twitter accounts used for campaigning must follow @icunion.
18. All campaigning done through Facebook and Twitter must contain the hashtag '#voteicu'.

## Physical

9. Candidates and their campaign team may not harass, coerce or use intimidation to persuade someone to vote or who to vote for.

**Imperial College Union**

Beit Quadrangle  
Prince Consort Road  
London  
SW7 2BB

Registered Charity No: 1151241 **imperialcollegeunion.org**

Tel: 020 7594 8060  
Fax: 020 7594 8065  
Email: [union@imperial.ac.uk](mailto:union@imperial.ac.uk)  
Twitter: [@icunion](https://twitter.com/icunion)

