



Candidates' Briefing 2020

Election Staff

- Returning Officer – To be confirmed, a member of staff from National Union of Students
- Deputy Returning Officer – Sinead McKenna, Students' Association Coordinator
- Student Engagement Manager – Sandra Cook
- Students' Association Staff – Madeline Jean and Janice Kennedy

Election Rules

Links to the Election Rules have been sent to all candidates and you are responsible for making sure that you understand them.

In particular please note:

- Behaviour – Be Kind and courteous
- Campaigning – this is taking place exclusively online
- Complaints – Forward on any concerns you have

Remember: If you are in any doubt, ask before acting!

Voting System

- Voting will take place on citysa.co.uk where all students will vote for their Student Parliament.
- There will be an all student email advising them to vote along with a banner on My City and voting links shared on City SA Social Media platforms.
- The system we use is known as the Alternative Vote or Single Transferable Vote system.
- In this system you put a '1' next to your first choice candidate, a '2' next to your second choice and so on. You do not need to vote for every candidate.

Voting System

- Once voting has ended the votes are counted and if one candidate has reached the quota (this is normally more than 50% of the vote) then they are elected.
- If no candidate has reached quota then the candidate in last place is eliminated and their votes are transferred to the second choices of the people who voted for them.
- We then check again to see if quota has been reached—if they do then they have won and if they don't then we continue to eliminate candidates until we have a winner.

Voting System Example

In our example vote 250 students have voted, so to win a candidate must receive over 125 votes.

Candidate	Round 1	Round 2	Round 3
Candidate A	75	95	135
Candidate B	75	85	115
Candidate C	60	70	
Candidate D	40		

Online Campaigning

Be Creative – Use different Platforms and different content types such as images, videos, etc. CitySA will promote one channel for you but you can link to many others from here.



Be Engaging – Follow those you want to follow you. Tie in with relevant campaigns/groups through hashtags
#cogctogether #newtocogc #cityofglasgowcollege

Online Campaigning

Be Consistent – Create a look and feel for your campaign and stick with it, you can try using **Canva** for free.

Top Tips:

Use accessible fonts such as Arial or Calibri

Use contrasting colours so text and images stand out

Use the same photo/colours in all of your campaigns materials

Don't use CitySA/College branding on your materials



Online Campaigning

Be Authentic – Don't slide into peoples DMs, Don't bombard people's feeds with posts. Paid promotions are a breach of election rules.

Be Transparent – Don't promise anything you can't guarantee, Don't call out other candidates.

Remember to use the official hashtag to tie into our CitySA communications **#CityElections2020** and remember to follow the college Social Media Policy.

Troll Management

- Don't Engage with the Troll
- Screen shot the post if you can
- Screen shot the persons account if you can
- Remove the post if you can
- Block them and flag to platform admins
- Send any screenshots to CitySA@cityofglasgowcollege.ac.uk so we can investigate



Elections Self Care

In order to have fun and make the most of the elections don't forget to look after yourself:

- Get help from your friends – even one person helping makes a big difference.
- Stay on top of your course work – win or lose you want to make sure that you succeed on your course.
- Check in with the SA Team - we will host a Virtual Coffee Morning each day of the voting period.
- Remain positive – nobody knows who has won until the end so don't give up!

Important Dates

Candidates' Briefing Sessions	Friday 16 th , October, 3.30pm
Final changes to manifestos	Monday 19 th October, 10am
Deadline for Campaign Links	Monday 19 th October, 5pm
Announcement of Candidates	Monday 19 th October, 12 noon
Campaign Period Begins	Monday 19 th October, 12 noon
Elections Q&A	Monday 26 th October, 12 noon
Voting Opens	Tuesday 27 th October, 9am
Voting Closes	Thursday 29 th October, 5pm
Winners announced	Friday 30 th October, 12pm

Questions

You are also welcome to contact me on 0141 375 5626 or at sinead.mckenna@cityofglasgowcollege.ac.uk.

If you would rather see me in person I normally work from City Campus SA Office on Tuesday and Wednesday (working from home the rest of the week).

Both offices will always be staffed and any member of the team will be happy to answer your questions.