



SOCIAL MEDIA GUIDELINES

What to do, what not to do, how to use us!

If you choose to use social media channels during your election campaign, make sure you engage with the official Union accounts as much as possible.

Twitter: @TheUnionMMU
#TheUnionMMU
#LeadYourUnion

Facebook: /theunionmmu

The Union MMU website:
theunionmmu.org

ANY QUESTIONS?

Contact the deputy returning officer Lisa Burton:
l.burton@mmu.ac.uk

Why use social media for your campaign?

- + Allows you to contact students directly, and raise your overall profile
- + It is interactive and encourages discussion. This can be very useful for establishing communication and dialogue with your audience: Manchester Met students
- + Information can be efficiently passed on – links to your manifesto for example
- + Candidates/slates can become instantly recognisable due to use of social media, sharing images etc
- + You can meet other people who are perhaps running in the election, or are interested in the election
- + It creates a level playing field to discuss topics and share opinions

Top Tips:

1. You are campaigning to represent The Union and Manchester Met students. Avoid engaging in contentious issues if this is not your stance/belief during the elections
2. React appropriately to any interaction/feedback from your audience.
3. Social media channels are public spaces. You should not say anything that you would not be happy to say in public and you should not publish information which you would not be happy for anyone to see.
4. Interact with Manchester Met students to explain/announce that you are standing in The Union's elections.
5. Link to any supporting documents during the elections – for example your manifesto on The Union website.
6. Always post correct information about The Union and your campaign – if you are not sure, please feel free to ask the Deputy Returning Officer.