students' union
BY-ELECTIONS

campaign guide



2nd November 2026, 9am

nominations open

9th November 2026, 5pm

nominations close

10th November 2026, 5pm

manifesto deadline

11th November 2026, 9am

polling/voting opens

18th November 2026, 5pm

polling/voting closes

20th November, 5pm

announcement!



campaign rules

Campaigning is defined as a formal effort to influence a group or individual to vote for you in the Election. Candidates must not express their intention to run in the election in any formal capacity or space before the voting period opens.

Campaigning may include digital methods and materials. Candidates must not announce their candidacies in a formal setting before campaigning period opens.

campaign period

The campaign period will officially begin when voting opens at 9am on **Monday 2nd November** and will conclude at 12pm on the final day of voting on **Monday 7th November**. Campaigning outside of this period is strictly prohibited.

manifesto submission

All candidates must submit their manifestos before 5pm on Tuesday 10th November.

Manifesto's can be a couple of sentences about what you're passionate about and hope to achieve if you're successful in this role.

campaigning within the allotted time

All campaigning must take place during the dual campaigning/voting period this year. This is between 9am Monday 2nd November and 12pm on Monday 18th November

Any distribution of material, posts on social media, or other campaign activities including endorsements before this period will be considered campaigning outside of the allotted time, which is against the rules of the Election.

digital campaigning

Candidates are encouraged to use open platforms such as Instagram, Facebook, X, and TikTok for their campaigning.

Clubs and Societies as well as the other communities can post/repost a candidate's post. However, if they do, the group need to do the same for any candidates who request this.

The main account for a club or society is not allowed to comment on and endorse a candidate e.g. "vote for this person.", as it may not be the opinion of the whole group this represents.

campaign teams

A campaign team is made up of a candidate and the individuals who are working to help get them elected, known as "campaigners". Campaigners must be registered UEA students. Candidates do not require a campaign team in order to run in the Election, but it is recommended. Candidates may receive advice from non-students and may receive graphic design support from non-students. During the campaign period candidates and their campaigners must be easily identifiable to any person they are engaging with.

Team Size: a campaign team cannot exceed 6 people, not including the candidate themselves. Candidates need to submit a list of their campaign members before 9am on Monday 2nd of November (the start of the voting period). If this information is not provided, penalties including but not limited to warning and disqualification may be applied.

Candidate Responsibility: Candidates are fully accountable for the behaviour of their campaign team members. Any misconduct or rule violations by team members will be treated as if committed by the candidate, and appropriate penalties will apply.

penalties for campaign violations

Minor Infractions:

- Minor infractions, such as placing materials in unauthorised areas, will result in a formal warning. Repeated infractions will lead to more severe penalties, such as reduced access to campaign resources.
- Receiving more than 2 minor infractions may result in disqualification from the election.

Major Infractions:

- Major infractions, such as negative campaigning, exceeding the campaign budget, or engaging in bribery, will result in immediate disqualification from the election.

Appeal Process:

- Candidates may appeal any penalties to the Returning Officer within 24 hours of receiving the penalty. The decision of the Returning Officer is final.

Complaints deadline:

- The deadline for complaints to be submitted is 48 hours after the close of voting.

voting and balloting

Voting will be conducted through the SU's website using the official online voting platform. All registered Union members are eligible to vote by logging in with their student ID. The voting system is designed to ensure a secure and verifiable process, preventing multiple votes from the same individual.

returning officers

Roles and Responsibilities:

- The Returning Officer (RO) holds overall responsibility for overseeing the elections and ensuring compliance with the rules.

- For the 2026/27 Elections the Returning Officer will be a member of the NUS National staffing team. They will have a designated deputy (DRO), Jumara Stone – uea(su) CEO – who will, in collaboration with the Returning Officer, review complaints, determine rule breaches, and impose penalties.

conduct and ethics

Respectful Campaigning:

- Negative campaigning, personal attacks, or harassment are strictly prohibited. Candidates should focus on presenting their policies and priorities rather than undermining their opponents. Any candidate found to be engaging in hate speech, harassment, or discriminatory behaviour (based on race, gender, sexuality, religion, etc.) will face immediate disqualification.

No Incentives for Votes:

- Candidates and their campaign teams must not offer, directly or indirectly, any material incentives or rewards in exchange for votes. Any form of bribery, including giving gifts or rewards in return for support, will result in immediate disqualification.

Running for Multiple Roles:

There is no rule against running for multiple roles, though you must be sure to submit a manifesto for each role that requires it. In the event that a candidate is successful in multiple roles, the candidate must withdraw their applications for all roles except one, since they are only allowed to hold a single role.

EXAMPLE CAMPAIGN POSTER

students' union BY-ELECTIONS

VOTE FOR ME



Name here

ROLE YOU ARE RUNNING FOR

WHY YOU ARE RUNNING?
WHY SHOULD YOU BE VOTED FOR?

(include a couple of sentences for each question!)



look after yourself

take breaks

we can’t wait to see what you come up with!

Contact su.voice@uea.ac.uk if you have any questions