

UEA(SU) Election 2026: Rules

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Candidate Obligations

Pre-Election Briefing:

- All candidates are required to attend a pre-election candidate briefing, which will cover the election rules, campaign guidelines, and the Union’s values. This is a compulsory session.
- If candidates fail to attend the candidate briefing without informing su.voice@uea.ac.uk of the reason for their absence before 5pm Tuesday 17th February, it may result in a formal warning.
- Candidates will also be invited to participate in post-election debriefing sessions to provide feedback on the election process. There will be a series of non-mandatory workshops during the nomination period which all candidates may attend.

FTO candidate requirements

- All Full-Time Officer candidates must watch an online training video and fill out a Microsoft Form to confirm they have watched and understood the content. This video lays out the responsibilities of the role to make sure candidates are adequately prepared. Candidates for FTO and PTO roles who do not complete this training may have their nomination withdrawn.

Campaigning

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 and physical methods and materials. Candidates must not announce their candidacies in a formal setting before campaigning period opens.

Campaign Period

Start and End Date:

- The campaign period will officially begin when voting opens at 9am on Monday 23rd February and will conclude at 12pm on the final day of voting on Monday 2nd March. Campaigning outside of this period is strictly prohibited.

Manifesto Submission:

- All candidates must submit their manifestos before 5pm on Monday 18th February. These manifestos will be published on the Union's website and digital platforms at the start of the campaign period. Candidates for full-time officer (FTO) and part-time officer (PTO) positions **must** submit a manifesto before the deadline; otherwise, they will be disqualified.
- Candidates may submit a 2-minute campaign video as part of their manifesto by the 18th February 2025 if they wish to su.voice@uea.ac.uk. These videos will be hosted on the Union's website. Candidates are encouraged to use creative and engaging content, provided it adheres to campaign rules.

Campaigning within the allotted time:

- All campaigning must take place during the dual campaigning/voting period this year. This is between 9am Monday 23rd February and 12pm on Monday 2nd March.
- 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.

Physical Campaigning

Union House:

- Candidates are permitted to display campaign materials, such as posters, banners, and flyers, within Union House, excluding staff offices, Bookable Rooms, and The Shop Kiosk. Any materials placed in unauthorised areas will be removed, and the candidate will receive a warning.
- Candidates should not place campaign material on the walls in the bars. Instead, candidates may place material on the Bars windows and distribute materials in person in the space.

The Square:

- Candidates may also display campaign materials in The Square, including banners and the use of non-toxic and white chalk, provided it does not cause damage and can be easily washed away.

Other Campus Locations:

- For areas outside Union House and The Square, candidates must seek permission from the relevant UEA department before displaying any campaign materials.
- Candidates must not partake any campaigning activities in the UEA Library.
- The Union will not cover the cost of reprinting materials that are removed from locations where permission was not obtained.

Stickers:

- Stickers are banned from use in campaigns due to the damage they can cause, particularly to floors and other surfaces.
- Candidates found using stickers will be penalised with a formal warning and the removal of their materials. In addition, the Union will not cover the cost of any damage caused by removal of stickers.

Sustainable Campaigning:

- Candidates are encouraged to engage in environmentally friendly campaigning, minimising the use of physical materials and prioritising digital-first strategies.

Candidate Accountability:

- Candidates must ensure that all physical and digital campaign materials **adhere to the Union's Code of Conduct which can be found here:**(<https://www.ueasu.org/support/complaints/codeofconduct/>). Offensive, discriminatory, or damaging materials will be removed, and penalties may apply.

Digital Campaigning

Social Media Platforms:

- Candidates are encouraged to use open platforms such as Instagram, Facebook, X, and TikTok for their campaigning.
- Candidates are not allowed to use their existing SU accounts for campaigning (for example, Officers' existing SU accounts) and should instead use their personal accounts for the purpose of 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 Spending and Finance Reporting

Campaign Budget:

- Each candidate will be provided with a budget with which to run their campaign. The budget stands at £30 for Full-Time Officer candidates, and £15 for Part-Time Officer candidates and convenors.
- This budget will be reimbursed by the Union, to be used for physical campaign materials such as posters and flyers. Candidates are strictly prohibited from exceeding this budget through personal funds or third-party contributions.

Spending Documentation:

- All candidates must submit a detailed report of their campaign spending, including receipts by 12pm on Wednesday 4th March. Exceeding the allocated budget will result in penalties, potentially including disqualification.

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 23rd of February (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.

Collaboration and Slates

Collaborative Campaigning:

- Candidates may collaborate on events or share ideas but formal slates—where candidates campaign as a unified team—are prohibited. Therefore, your campaign team members are not allowed to be in any other candidate’s campaign team.
- Joint branding, slogans, or coordinated team campaigning are not allowed. Violations of this rule will result in formal warnings and, potentially, reduced access to campaign resources.

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.

Endorsements

An endorsement is a public declaration of one's personal or group's support of a candidate for elected office.

- Full-time Officers, Part-time Officers, and School Convenors are not allowed to endorse any other candidates running in the Election.
- Anyone in a committee position and role in the SU such as a President of a society or club, can endorse any candidates they wish; however, they are not allowed to mention or use their title in their endorsement statement.
- Clubs and Societies as well as the other communities are not allowed to endorse any candidates on behalf of the entire group. However, the social media pages of the society are permitted share posts/reposts of candidates. If a society/club choose to share a candidates social media post, they must share all other candidates running for that role.
- For social media, see the Digital Campaigning section of these rules.

Voting and Balloting

Online Voting:

- 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;

- a) The candidate must withdraw their applications for all roles except one, since they are only allowed to hold a single role.
- b) If elected for both, a Full-Time Officer role must be accepted instead of a Part-Time Officer role.

FAQs and Contacts

For any other questions you may have, please refer to our [FAQs on our webpage](#), which can be found here. If you cannot find the answer to the question you are looking for, email our team at su.voice@uea.ac.uk. Please note that any questions you will ask us might be shared in the public after anonymised.