**Queen’s Students’ Union**

**Student Leader Elections 2022**

**Promotional Toolkit**

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| **Candidate Promotion** | 14-27 February |
| **Voting Open** | 8am, 28 Feb – 8pm, 1 March |

**Background Information:**

Every year students are elected by the student body to represent Queen’s students and to lead the Students’ Union. Students have nominated themselves as candidates for the following positions:

* Full-Time Student Officer
* Part-Time Student Officer
* Faculty Representative
* School Representative

We are currently promoting the candidates in the running for these positions and that students should vote from 28 Feb - 1 March to elect their new Student Leaders.

It’s more important than ever that students’ views are fully represented, so we want as many students to have their say in the Student Leader Elections this year as possible.

Staff and students and can find out more about the Student Leader Elections, and students can view the Candidates in the running by visiting: [www.qubsu.org](http://www.qubsu.org)

**Promotional Toolkit**

Thank you for using this toolkit. It has been designed to make it as easy as possible for you to support the promotion of the candidates and voting in the Student Leader Elections to your students.

Please feel free to amend the tone of the messaging to suit your own communication channels.

Alongside this toolkit will be the following items:

* Social Media Graphics
* Email Header Graphic
* Plasma Screen Graphic

Below you will find:

* Example Email copy
* Example Social Media Post copy (please use the hashtag #LeadQUBSU and tag us where possible, our pages are as follows)
	+ <https://twitter.com/QUBSU>
	+ <https://www.facebook.com/qubsu.org>
	+ <https://www.instagram.com/insidequbsu/>

**Candidate Promotion:**

**14-27 February**

**Example Email copy:**

Dear Students,

The candidates in the running in the Student Leader Elections have been revealed!

Find out who’s put themselves forward to become your Full-Time & Part-Time Student Officers, Faculty Rep and School Rep.

As a School we really value the student voice and it’s even more important than ever that our students’ views are fully represented!

So, we encourage all of our students to:

1. Visit [www.qubsu.org](http://www.qubsu.org)
2. Meet the candidates & see what they want to focus on if elected
3. Decide who you want to represent you at School and Faculty level and run your Students’ Union

Then get ready to **vote on 28 Feb - 1 March**!

It only takes a few minutes and you’ll automatically be in with a chance of **winning £250**.

Kind regards,

[Name of School]

**Example Facebook / Insta Grid Post:**

Find out who’s in the running to become your Full-Time & Part-Time Student Officers, Faculty Rep and School Rep.

Visit [www.qubsu.org](http://www.qubsu.org) to see what the candidates want to focus on if elected and decide who you want to run your Students’ Union and represent you at School and Faculty level.

Then get ready to vote from 28 Feb - 1 March (and maybe even win £250!)

#LeadQUBSU

**Example Tweet:**

Find out who’s in the running to become your Full/Part-Time Student Officers, Faculty Rep & School Rep:

- Meet the candidates at qubsu.org

- Decide who you want to represent you and #LeadQUBSU

- Vote 28 Feb – 1 March!

**Vote Promotion:**

**8am, 28 Feb – 8pm, 1 March**

**Example Email copy (28 Feb):**

Dear Students,

Voting is NOW OPEN for the Student Leader Elections!

We’re encouraging all our students to choose who you want to become your new:

* School Rep
* Faculty Rep
* Full-Time Student Officers
* Part-Time Student Officers

**Vote by 8pm, Tuesday 1 March at** [www.qubsu.org](http://www.qubsu.org).

It only takes a few minutes and you’ll automatically be in with a chance to **win £250**.

Kind regards,

[Name of School]

**Example Facebook / Insta Grid Post (28 Feb):**

VOTE NOW for your new:

* School Rep
* Faculty Rep
* Full-Time Student Officers
* Part-Time Student Officers

Vote by 8pm, Tuesday 1 March at [www.qubsu.org](http://www.qubsu.org).

It only takes a few minutes and you’ll automatically be in with a chance to win £250!

Those elected will become the voice of @QUBelfast students, so make sure you vote for who you want to represent you and #LeadQUBSU

**Example Tweet (28 Feb):**

Choose who you want to become your new: School Rep, Faculty Rep, Full & Part-Time Student Officers.

Vote by 8pm, Tues 1 Mar at[www.qubsu.org](http://www.qubsu.org). It only takes a few minutes and you’ll be in with a chance to win £250! #LeadQUBSU

**Example Email copy (1 Mar):**

Dear Students,

**You’ve until 8pm TODAY to vote** for your School Rep, Faculty Rep, Full & Part-Time Student Officers.

These student leaders will become the voice of Queen’s students – make sure you vote for who you want to represent you and your views.

**Visit** [**www.qubsu.org**](http://www.qubsu.org) **and vote.**

It only takes a few minutes and you’ll automatically be in with a chance to **win £250**.

Kind regards,

[Name of School]

**Example Facebook / Insta Grid Post (1 Mar):**

You’ve until 8pm TODAY to vote for your School Rep, Faculty Rep, Full & Part-Time Student Officers.

Visit qubsu.org, voting only takes a few minutes, plus you’ll automatically be in with a chance to win £250.

These students will become the voice of Queen’s students. So, make sure you have your say in who you want to represent you and #LeadQUBSU.

**Example Tweet (1 Mar):**

You’ve until 8pm TODAY to vote for your School Rep, Faculty Rep, Full & Part-Time Student Officers.

These students will become the voice of @qubelfast students - so make sure to visit qubsu.org & vote for who you want to represent you and #LeadQUBSU!