

UEA(SU) Election 2025: Rules

Campaign Period

- **Start and End Date:**
The campaign period will officially when voting opens, on the 5th of March at 9am, and will conclude at 5pm on the final day of voting. Campaigning outside of this period is strictly prohibited.
- **Manifesto Submission:**
Candidates must submit their manifestos (both written and video) at least 48 hours before the campaign period begins. These manifestos will be published on the Union's website and digital platforms at the start of the campaign period.

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 2025/26 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, will 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.

2.3 Campaign Methods

2.3.1 Physical Campaigning

Posters, Flyers, and Banners

- **Union House:**
Candidates are permitted to display campaign materials, such as posters and flyers, within Union House, excluding staff offices. Any materials placed in unauthorised areas will be removed, and the candidate will receive a warning. Candidates should not mount campaign material on the walls in the bars, instead, candidates can place material on windows and distribute materials in person.
- **The Square:**
Candidates may also display campaign materials in **The Square**, including banners and the use of **non-toxic 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.
 - The Union will not cover the cost of reprinting materials that are removed from locations where permission was not obtained.

Sticker Ban

- **Stickers Prohibited:**
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.

Responsibility for Materials

- **Candidate Accountability:**
Candidates must ensure that all physical campaign materials adhere to the **Union's code of conduct** and **environmental guidelines**, such as using recycled materials where possible. Offensive, discriminatory, or damaging materials will be removed, and penalties may apply.

2.3.2 Digital Campaigning

- **Social Media Platforms:**
Candidates are encouraged to use platforms such as Instagram, Facebook, X, and TikTok for their campaigning.
The Union will provide official campaign graphics that candidates can personalise, ensuring consistency and fairness across campaigns.
Candidates are discouraged in using closed platforms such as Discord

Campaign Videos

- **Video Submissions:**
Candidates must submit a **2-minute campaign video** as part of their manifesto. These videos will be hosted on the Union's website and social media platforms. Candidates are encouraged to use creative and engaging content, provided it adheres to campaign rules.

2.4 Campaign Spending and Finance Reporting

- **Campaign Budget:**
Each candidate will be provided with a budget of £30, funded 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, within 48 hours of the campaign period ending. Any unspent

funds must be returned to the Union, and exceeding the allocated budget will result in penalties, potentially including disqualification.

2.5 Campaign Teams

- **Team Size:**
Each candidate is permitted to have a campaign team of up to 6 members. These team members must be clearly identifiable when campaigning on behalf of the candidate.
- **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.

2.7 Collaboration and Slates

- **Collaborative Campaigning:**
Candidates may collaborate on events or share ideas but must remain individually accountable. Formal slates—where candidates campaign as a unified team—are prohibited.
 - 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.

2.8 Environmental Sustainability

- **Sustainable Campaigning:**
Candidates are encouraged to engage in environmentally friendly campaigning, minimising the use of physical materials and prioritising digital-first strategies.
 - The Union will provide guidance on sustainable practices, including using recycled paper and environmentally friendly inks.

2.10 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.
- **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.

2.11 Candidate Obligations

- **Pre-Election Briefing:**

All candidates are required to attend a pre-election briefing, which will cover the election rules, campaign guidelines, and the Union's values. Candidates will also be invited to participate in post-election debriefing sessions to provide feedback on the election process.

- **FTO candidate requirements**

All FTO candidates must watch an online training that lays out the responsibilities of the role. Candidates that do not complete this training will have their nomination withdrawn.