

# Advertising Strategy for the 2023 UASU By-Election

Prepared by Chief Returning Officer and Marketing and Communications





## Contents

---

1. Approach
2. Social Media
3. University Help
4. Perks
5. Cited Sources



## Approach

---

The CRO, Governance and MarkComms had a meeting where we communicated that we need stronger engagement of student in the election forums. We found that there were three areas of improvement which could increase turn out for the by-election.

1. Why do we need a Students' Council?
2. What are the differences in Council positions and what do they do?
3. When are the elections even happening?

## Trends

These are percentages of the number of students who have voted in the past four Executive elections. The decline in student engagement is drastic for just a four-year time period.

## Goal

Our goal for the General Election is to have a minimum turnout of 22%.

**25%**

2020 Election

**21%**

2021 Election

**19%**

2022 Election

**19%**

2023 Election





## Social Media

---

We believe that the strongest way to engage with the current student population is through social media.

The social media applications that we will be using for this election would be Instagram and TikTok.

We are planning to use reels and TikToks to educate the University which has received better feedback compared to students reading a long post about the election.



## Timeline of Social Media Posts

DATE	DESCRIPTION	DETAIL
August 15th	Nomination Package	Just putting out the nomination packages
August 29th	Nomination Package	In-depth of what the positions are what does it mean
September 15th	Reminder to submit nomination packages	Just stating that it is due on Monday
September 25th	Election	Description of the candidates and when the election is happening
September 27th and September 28th	Election	Letting everyone know about the election and if they vote they will get Perks points
September 29th	Election Result	Posting Results
These will be posted at various times during the election period. You can ask marketing and communications for the exact dates if needed only.	TikToks and Instagram post about candidates and Council positions	What are GFC and Students' Council? Getting to know current Councillors etc



# University Involvement in Elections

## Past Impact

In past years, the Elections Office and the University have only collaborated in limited ways to promote elections participation.

We have seen in scenarios where the university and the Students' Union have merged their efforts, there is greater student engagement

## Areas for Improvement

We are still working on coordinating these plans but here are some of the ideas that we have planned.

1. Asking professors to promote and support student election engagement?
2. Working with faculties which have vacancies to help fill out more seats in Council
3. Asking the University to post about the election on their Instagram page



## Perks Points in Elections: Incentivisation for Participation

We are trying to use Perks as a way for the students to take an interest in the election. We hope that this would allow the students to research candidates before voting as now there is an incentive to actually knowing more about the candidates.

An important note is that we cannot give students Perks points to vote but we are using Perks as a way to try to gain knowledge on the candidates from their program.





## Sources

---

<https://insidetelecom.com/how-does-social-media-affect-elections/>

<https://www.cnbc.com/2021/07/05/tiktok-and-instagram-inch-closer-to-streaming-wars.html>

[https://www.google.com/search?q=university+of+alberta+week+of+welcome&tbm=isch&ved=2ahUKewj0uraW26qAAxX3OTQIHRRBBVgQ2-cCegQIABAA&oq=university+of+alberta+week+of+welcome&gs\\_lcp=CgNpbWcQAZIHCAAQGBCABDoHCAAQigUQQzoKCAAQigUQsQMQQzoFCAAQgAQ6CQgAEBgQgAQQCjoGCAAQCBAeUABYxjlgpTpoBHAAeACAAd8BiAGGF5lBBjM4LjluMZgBAKABAaoBC2d3cy13aXotaW1nwAEB&sclient=img&ei=gzLAZLTtOPfz0PEPLIKVwAU&bih=1001&biw=1920&rlz=1C5CHFA\\_enCA885CA885#imgrc=MXp5bXyCtpiDDM](https://www.google.com/search?q=university+of+alberta+week+of+welcome&tbm=isch&ved=2ahUKewj0uraW26qAAxX3OTQIHRRBBVgQ2-cCegQIABAA&oq=university+of+alberta+week+of+welcome&gs_lcp=CgNpbWcQAZIHCAAQGBCABDoHCAAQigUQQzoKCAAQigUQsQMQQzoFCAAQgAQ6CQgAEBgQgAQQCjoGCAAQCBAeUABYxjlgpTpoBHAAeACAAd8BiAGGF5lBBjM4LjluMZgBAKABAaoBC2d3cy13aXotaW1nwAEB&sclient=img&ei=gzLAZLTtOPfz0PEPLIKVwAU&bih=1001&biw=1920&rlz=1C5CHFA_enCA885CA885#imgrc=MXp5bXyCtpiDDM)