2022 ASI ELECTIONS

BEST PRACTICES FOR CAMPAIGNING

- Read the 2022 Elections Handbook more than once. Re-read the section on campaigning and possible violations.

- If you have campaign workers make sure they also know the guidelines of campaigning and that they review the handbook.

- Get campaigning materials approved by the government elections officer (asi-elections@csulb.edu) before posting.

- Be respectful to other candidates - run a clean campaign.

- Make your campaign stand out while following the guidelines. Show contrast!

- Be able to articulate clear goals and make sure your campaign workers know your platform.

- Promote the election dates with, "Vote online March 14-16!" Students need to know when to vote!

- Conduct virtual classroom presentations to promote the elections overall (with your professor's permission).

- Ask presidents and chairs of student organizations and councils for permission to speak at their virtual meetings.

- Be intentional and know your role!

- Consider developing a hashtag for your campaign so you and your supporters can track and promote all of your efforts on social media.

- Communicate, communicate, communicate! Don't rely on flyers and posters! Use your voice and connect with students!!

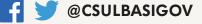- Participate in the ASI Elections events for greater exposure.

If you should have any questions, email asi-elections@csulb.edu.

STUDENT GOVERNMENT

asicsulb.org/elections

@CSULBASIGOV   @CSULBASI

PLATFORMS

A platform is your opportunity to inform voters of who you are and what you stand for.

<u>Characteristics of a good platform:</u>
- ✓ Short
- ✓ Truthful and Credible
- ✓ Persuasive and Important to Voters
- ✓ Clear and Speaks to the Heart
- ✓ Demonstrates Contrast

Campaign Platform along with Candidate Bio MUST be submitted along with your application.

<u>This is mandatory for the completion of your application packet</u>

Name:
Title of position you are seeking:
Class Year: Sophomore, Junior, Senior or Graduate:
Questions to answer:
- Why are you running for this position?
- What are some immediate needs of students and how can you best serve them?
- What are some realistic goals that you would like to achieve during your term?

Campaign Platform CANNOT EXCEED 200 WORDS MAX

SAMPLE PLATFORM

My name is Elbee Smith, a sophomore and I am running for Senator of the College of Health and Human Services. I am running for Senator because I feel that I can make a difference in the best interest of students. I would like the opportunity to further my service to the students by representing the College of Health and Human Services in the ASI Senate.

My objectives are:
*To take a strong stance against further budget cuts.
*Take action by writing resolutions in the best interest of all students.
*Seek out the needs of students through open communication.
*Lobby and create awareness within my college on the pressing issues facing us students today.
*Be the voice for the College of Health and Human Services.

I am the best qualified to serve as the Senator for the College of Health and Human Services because I have been highly active on campus. These activities include but are not limited to:
Senator-at-Large
Chair to the Senate Audit Committee
Criminal Justice Student Association
Leadership Academy
Psychology Student Association
Regional Excellence Scholar

Thanks for your vote…Elbee Smith for Senator of the College of Health and Human Services!

SAMPLE PLATFORM

My name is Elbee Smith, a junior and I am running for ASI President. I am running because I want to help my fellow students have a college experience that leaves no one behind. I believe that my solution-focused mindset and ability to connect with others will aid me in this role.

My goals are:
1. *Effective Representation – I will always prioritize student voices. I will actively solicit feedback in order to champion the causes that you care about.*

2. *CAPS -- We may be LB-Strong but we're all struggling to adapt to this new normal. We need increased availability*

and marketing of drop-in, on-demand, privacy-sensitive mental health consultations.

3. *Credit/No Credit -- Our lives as students have never been more unpredictable; I will lobby to have the credit/no credit option extended until academic instruction fully returns to campus.*

4. *Improved Campus Climate – Redefine what wellness means in our current moment. I'll work to ensure that CSULB embraces everyone regardless of race, citizenship, religion, socioeconomic status, sexual orientation or gender identity.*

5. *Increased Collaboration – I plan to work closely with student groups, continually uplifting their efforts to administration.*

Remember to vote for Elbee Smith to be your next ASI President!

Social Media Toolkit

The following contains a social media toolkit with sample content and suggestions for the promotion of your election campaign.

About

Associated Students, Inc. (ASI) is a nonprofit association organized under the CSULB umbrella—run for students, by students. The mission of ASI is to improve the quality of campus life for students while enhancing their educational experience. ASI Student Government elections serve as an opportunity for eligible students to make their mark at the Beach.

Hashtags

The official hashtag: #MakeYourMarkLB

Related Hashtags: #LBSU #CSULB #MyASIgov

You may also want to come up with your own campaign hashtag!

Sample Social Media Copy

Below you'll have some ideas to help you get started on social media copy for your posts. When creating content for your campaign remember to include why you're writing this, what you are asking for, and where your audience can get more information about your campaign.

Sample Copy 1

Hello CSULB Friends! I am running to be your next ___Position here___ in the 2022 - 2023 @CSULBASIgov elections. I am running for ___Position here___ because ___insert reason here___. I'd like to ask you to vote for me on March 14 - 16!

Here is why you should vote for me:

- Reason 1
- Reason 2
- Reason 3

#yourownhashtag #MakeYourMarkLB #MyASIgov #CSULB #LBSU

Sample Copy 2

Hey Long Beach State! It's that time of the year again where you have the opportunity to make your voice heard by voting for your student leaders. This year, I am running to be the next ___Position here.___ As the next ___Position here___ I want to ___list a potential accomplishment here___.

Vote for me on March 14-16 by following these simple steps:

- Check your student email
- Click the 'Vote' link

To learn more about my goals as your ___Position here___ visit your bit.ly link here.

#yourownhashtag #MakeYourMarkLB #MyASIgov #CSULB #LBSU

Sample Copy 3

Attention Long Beach State students! Voting is now open until Wednesday, please check your student email for the link to vote. I am are running to be your next ___Position here___ and my main initiatives include:

- Initiative 1
- Initiative 2
- Initiative 3

Vote for me/name on March 14-16 and visit your bit.ly link here for more information about my campaign. #yourownhashtag #MakeYourMarkLB #MyASIgov #CSULB #LBSU

Sample Copy 4

I am/We are excited to announce that I/we have been endorsed by the following organizations:

- List and tag club/org 1

- List and tag club/org 2

- List and tag club/org 3

Thank you for your support! Don't forget to vote for me/name on March 14 - 16.

#yourownhashtag #MakeYourMarkLB #MyASIgov #CSULB #LBSU

Additional post and strategy ideas:

- Create a short bio

- Highlight/List campaign initiatives

- Ask your CSULB friends to reshare your posts

- Create a FREE website (use a free website builder: https://www.wix.com)

- Create a hashtag for your campaign

- Leverage your network and use your social platform

Please note if you decide to make a social media page for your campaign you must let the Government Elections Officer know and you must follow @csulbasigov.

Digital Assets

Below we have attached the digital assets that you can use for Instagram, Instagram Stories, Snapchat, Facebook, Twitter, and Twitter Fleets. In this folder you will find Zoom backgrounds for any virtual events you would like to host or for any events you'll participate in during election events. You will also find vertical backgrounds to use for IG story or TikTok green screen feature in order to help you create content that is on brand with elections. Last, there are digital templates for social media posts that you may use along with your head shot.

Link to Digital Assets