**Students’ Union Elections – video content guidelines**

As part of the Students’ Union Elections all candidates are welcome to create video content to support their campaign. In past elections, some candidates have found that recording an engaging campaign video has really benefited their campaign and helped to bring their manifesto and ideas to life and engaged a much wider audience than just campaigning on campus alone. Some fun and entertaining videos as part of Students’ Union elections campaigns have even been given national news and radio attention gaining thousands of views, bringing candidates to the attention of students.

However, creating a video can be very time-consuming and may end up pulling your time away from other important tasks and campaigning, so do consider what is manageable for you, and make sure you get support from friends creating them. You could also self-film yourself and share these videos on social media platforms and still engage lots of people!

**We will include a link to your campaign video as part of your candidate page on our website. We’ll also link out to your social media pages.**

Some helpful hints and tips;

* Try and keep videos to less than 1 minute.
* Include good, concise information about you, your experiences and main manifesto points. This is a great opportunity to talk to a much greater audience, than physical campaigning on campus alone.
* Don’t forget to tell students where they can find out more about you, read your manifesto and vote ([www.qmsu.org)](http://www.qmsu.org)).
* Remember, YouTube and other video platforms have strict policies regarding copyright laws and music royalties. Audio subject to copyright may be muted in your video, or the entire video removed from the platform if you are using material subject to copyright.

**Technical specifications**

* We recommend your main campaign video is filmed in **landscape** (**16:9 aspect ratio**) at a resolution of **1920 x 1080 pixels**. Landscape is best as it will be uploaded to YouTube and may also be used on our on-campus screens.
* Videos should be submitted to us in **MP4** or **MPEG4** video format to su-elections@qmul.ac.uk. WeTransfer is a great way of sharing large files via email.
* YouTube automatically frames videos to ensure they are displaying correctly, without cropping or stretching, regardless of the size of the video or player, so you don’t need to worry about framing your video.

Here are some of our favourite examples from previous Elections;

* One of the most famous of all time that went viral: [Vote Jason, Royal Holloway](https://www.youtube.com/watch?time_continue=42&v=4yoXEOAxcVM&feature=emb_title&ab_channel=PickJason)
* Union Connoisseur, peng-est policies: [Yas Yahir, Queen Mary](https://www.youtube.com/watch?v=GHEMyBdI8qE&ab_channel=YasirYeahia)
* Vocals, humour and clearly presented manifesto points: [Irish Brian, Lincoln](https://www.youtube.com/watch?time_continue=34&v=ZUBXDRQW8kE&feature=emb_title&ab_channel=BrianAlcorn)
* Fresh Princess of Welfare: [Miranda Black, Queen Mary](https://www.youtube.com/watch?v=1en_b2eMtfM&ab_channel=MirandaBlack)
* Les Miserables inspired video: [Tom Dixon, Leeds](https://www.youtube.com/watch?time_continue=40&v=gFvfYfk9B14&feature=emb_title&ab_channel=TomDixon)
* [Cameron Storey, Queen Mary](https://www.youtube.com/watch?v=KPEllYLoNcU&ab_channel=CameronStorey)