

HWUMSA Elections

2023/24

Campaign Protocols

ARRANGEMENT OF SECTIONS

PART I

PRELIMINARY

Section

- A. Short title
- B. Interpretation

PART II

GENERAL

- C. Authority of Independent Election Commission (IEC)
- D. Briefing
- E. General information

PART III

CAMPAIGNING

- F. Campaigning rules
- G. Campaigning guidelines
- H. Campaigning platform references
- I. Promotional material guidelines
- J. Promotional material submission

Date: 19 February 2023

PART I PRELIMINARY

A. SHORT TITLE

This protocol document may be cited as the Campaign Protocols.

B. INTERPRETATION

In this document, unless otherwise stated –

“Bribery” refers to any act of giving or receiving favour, such as money, gifts or any advantages, that influence one’s decision;

“Campaign” refers to any public activities conducted by candidates to convince students to vote for them;

“Candidates” refers to shortlisted candidates who have received confirmation emails from hwum.iec@hw.ac.uk;

“ES” refers to Election Secretariat;

“HWUMSA” refers to HWUM Student Association;

“IEC” refers to Independent Election Commission;

“Nomination period” refers to a period where students can nominate themselves for any of the elected positions;

“Plagiarism” refers to any act of imitating a person’s work or idea in any form, with or without their consent, and not giving full acknowledgement to them;

“Sabotage” refers to any act of gaining advantages against a person by destructing their equipment or property to disrupt fair competition;

“Students” or “Student body” refers to students studying at Heriot-Watt University Malaysia;

“University” refers to Heriot-Watt University Malaysia (HWUM).

PART II GENERAL

C. AUTHORITY OF INDEPENDENT ELECTION COMMISSION

1. The IEC has the authority to make amendments to the Campaign Protocols. Shall amendments be made; candidates will be notified before the amendment takes effect.

2. The IEC has the authority to impose penalties, which may include disqualification, on candidates if they fail to abide by the Campaign Protocols.

D. BRIEFING

3. Shortlisted candidates will be notified on 12 February 2023 via email by hwum.iec@hw.ac.uk, along with a request for them to attend a briefing about the campaign period on the next day 13 February 2023, (time 5:00 pm MYT).

4. Attendance is mandatory for all shortlisted candidates. Candidates may bring up to two persons from their campaign team to attend the briefing.

5. Where a candidate is unable to attend the briefing:

(i) They must notify ES in advance of the reason of absence;

(ii) They may nominate a representative to attend the briefing on their behalf;

- (iii) If neither the candidate nor their representatives can attend the briefing, they will be deemed to accept any decisions made during the briefing. The ES shall arrange for a separate briefing with the candidate should a valid reason of absence is provided.

E. GENERAL INFORMATION

6. The preparation period will commence from 20 February 2023 to 28 February 2023. Candidates are advised to take this period to:

- (i) Form their campaign team,
- (ii) Develop their campaign manifesto and strategy,
- (iii) Prepare any materials required for the campaign, and
- (iv) Build alliances with student leaders (i.e., club leaders and class representatives)

7. Several workshops (refer to Clause 24) will be organised by the ES during the preparation period to help candidates prepare for their campaign. Attendance to these workshops is **optional**.

8. The campaign period will commence from 1 March 2023 to 10 March 2023. Candidates should utilise this period to campaign and convince students to vote for them.

9. Several events will be organised by the ES during the campaign period to help promote candidates to the student body (refer to Clause 28). Attendance to these events, which may include but not are limited to Candidate Showcase Day and Candidate Question Day, is **mandatory** for all candidates.

10. Candidates are required to submit a photo of themselves by 25 February 2023. Candidates are also mandated to submit their manifestos and their answers to the following questions by 27 February 2023.

- a. What motivated you to nominate yourself?
- b. What three priorities will you pursue?
- c. What would you bring to the role?

11. Candidates are provided with several platforms (refer to Clause 25) to promote themselves. Should candidates wish to use the platform given, the ES must be notified in advance via email. Candidates are also permitted to use platforms not provided by the ES subject to the rules and regulations in the campaign protocols.

12. A RM100 budget will be provided by the University to each candidate to run their campaign. A claim template will be provided by the ES for fund claiming purposes. Candidates are expected to store receipts as supporting documents for any claims. The subject of any email regarding claims must include “Election Claim” at the beginning. All the claims must be submitted within 2 weeks after the election ended and any late submission will be rejected.

13. The voting period will commence from 8 March 2023 to 10 March 2023 (time 6:00 pm MYT). Election results will be announced on 11 March 2023.

14. The Campaign Protocols shall be valid only until 11 March 2023.

PART III CAMPAIGNING

F. CAMPAIGNING RULES

15. Candidates must abide by all University rules, regulations, policies, and ordinances. Should candidates require full details, candidates are advised to refer to the [University website](#).

16. Candidates must not seek endorsements from serving elected HWUMSA officers (i.e., President, Vice-Presidents, Secretary, Treasurer) and University staff (including university service providers, such as guards and cleaners) in any

capacity. Candidates may, however, seek endorsement from other HWUMSA officers in their individual capacities (i.e., they may only endorse candidates as peers but not HWUMSA officers).

17. Candidates are allowed to campaign together with other candidates for different positions. However, votes will be cast for each candidate separately.

18. Campaigns are only permitted to be conducted within the allocated timeframe (1 March 2023 to 10 March 2023). Any candidate who conducts a campaign activity before or after this period will face consequences such as disqualification.

19. Candidates are not permitted to use resources exclusive to only them, i.e., resources that are not readily available to all other candidates. Where candidates require clarifications of what resources are permitted to use, candidates are advised to consult the ES.

20. The following requirements regarding campaign materials, events, and other strategies must be met:

- a. Candidates are expected to behave honorably and responsibly.
- b. **No personal reference** to competing candidates is allowed, especially anything that may be deemed derogatory, defamatory, insulting or offensive.
- c. No sabotage towards other candidates is allowed. This includes getting access to and/or manipulating other candidates' campaign literature. **For the avoidance of doubt, candidates are allowed to engage in constructive discourse on manifestos of other candidates.**
- d. No reference to any specific individual or organisation, external or in HWUM, without prior consent, is allowed, especially anything that may be considered derogatory, defamatory, insulting or offensive. Similarly, no reference to HWUMSA or HWUM (including the use of their logos).
- e. Any mention of religion, race, politics, or any other potentially sensitive topic is strictly prohibited. Explicit content is also strictly forbidden.
- f. Any act of bribery and plagiarism are strictly prohibited.
- g. No personal information, including that gathered from students, is allowed to be publicised.

21. Any suspicion of a candidate violating the campaign regulations must be raised promptly to the IEC. Any information about the Complaint Protocols will be made available on the Election Rules page.

G. CAMPAIGNING GUIDANCE

22. Candidates may incorporate the following to help with their campaigns:

- a. Forming a small team to assist with campaign management and design at the earliest convenience.
- b. Drafting a timeline which outlines the plans scheduled throughout the campaign period.
- c. Highlighting 3-5 achievable plans or adjustments for the upcoming academic year. Benefits to the student body from said plans or adjustments must always be discussed in an efficient and concise manner. Long paragraphs should be avoided.
- d. Being creative with promotional materials. The design and structure should draw voters' attention. Including one or two catchphrases or taglines may help candidates stand out from the rest.
- e. Utilising the venue booked by the ES during campaigning week.

23. Candidates may consider the following to utilise their provided RM100 funds:

- a. Purchasing necessities (prizes or equipment) for physical/online events.
- b. Printing brochures or leaflets to promote manifesto.

24. Several workshops will be organised by the ES to help candidates prepare for their campaign. Participation in these events is **optional**. These events include (subject to changes):

- (i) Workshop on The Reality of HWUMSA
 - a. Description: Sharing session from HWUMSA members to talk about their experiences and responsibilities in HWUMSA etc.
 - b. Date: 15 February 2023
 - c. Time: 4.00 pm MYT
- (ii) Workshop on Public Speaking
 - a. Description: Guiding candidates on how to successfully campaign and accomplish their objectives during the campaigning period.
 - b. Date: 17 February 2023
 - c. Time: 3.00 pm MYT

H. CAMPAIGNING PLATFORM REFERENCES

25. Several platforms are provided by the ES for candidates to run their campaign. Candidates may choose not to utilise platforms provided which include:

- a. Election Website: A profile page for each candidate
- b. HWUMSA Instagram/Facebook: 2 posts per candidate
- c. Email blast: Once per candidate
- d. WhatsApp blast through class representatives and club presidents: Once per candidate (Candidates may also coordinate their own WhatsApp blast through their own network without any restriction)
- e. Plaza during campaign period: Candidates may set up booths or organise events at said venue

26. Should candidates have further queries to use the platforms in Clause 25, candidates may contact the ES team listed below:

- a. WhatsApp blast: Chan Zhi Yu (+60 12 625 6269)
- b. HWUMSA Instagram/Facebook post: Ashley Lye (+60 12 663 4689)
- c. Email blast: IEC's email (hwum.iec@hwu.ac.uk)
- d. WhatsApp blast through class representative and club presidents: Chan Zhi Yu (+60 12 625 6269)
- e. Plaza during campaign period: Chan Zhi Yu (+60 12 625 6269)

27. Candidates are responsible for updating their profile pages on the website.

- a. Profile update can be done via [Profile Page Form](#) before 1 March 2023.
- b. Should candidates wish to amend their profile pages, they are to contact Yau Hui Lim (+60 16 251 7888) after submitting the Profile Page Form, to update the website database.
- c. Request for profile page amendment after 1 March 2023 will not be entertained, except request for changes to graphics such as posters or videos.

28. In addition to platforms listed in Clause 24, several events are organised by the ES to help students know more about their candidates. Candidates' participation in these events is **mandatory**. These events include (subject to changes):

- (i) Candidate Showcase Day
 - a. Description: Candidates are formally presented to the student body and have their first encounter with them.
 - b. Date: 15 February 2023
 - c. Time: 11.00 am MYT
- (ii) Candidate Question Day
 - a. Description: A session for candidates to present their manifestos and plans to all students and engage with all students.
 - b. Date: 8 March 2023
 - c. Time: 11.00 am MYT

I. PROMOTIONAL MATERIAL GUIDELINES

29. Candidates have full discretion to post content on any platform, so long as the content and platform comply with Clause 19 and 20.

30. Should candidates wish to use music in their content, **non-copyright music** must be used.

31. Should candidates wish to create video content, the length of the video must be **less than 1.5 minutes**.

32. Graphic size for Instagram posts is recommended to be:

- (i) Aspect ratio – 1:1
- (ii) Size – 1080 x 1080

33. As recommended by HWUMSA, the album feature on Instagram which allows up to 10 graphics should be used by candidates.

J. PROMOTIONAL MATERIAL SUBMISSION

34. Candidates are provided with only **2 Instagram Post quota** to share content regarding their campaigns. Candidates are free to choose when to use these slots and the content can be in any format. Granted the **daily limit of 6 Instagram Posts** by HWUMSA, candidates' content will be posted based on a first come first serve basis.

35. In accordance with Clause 25 and 34, candidates are to send their content (posters or videos) and captions [via this link](#) at least 3 days prior to the posting date.
