ENSA Official Elections Rules 2025



TIMELINE

Please pay close attention to these important dates and set a reminder for the deadlines on your phone. Failure to meet deadlines can result in your disqualification from the elections process.

TIME	DATE	EVENT
09:00	Friday 20th January	Applications Open
14:00	Wednesday 5th February	Manifesto Writing Workshop (C18 Merchiston)
12:00	Friday 21st February	Applications Close
12:00	Friday 21st February	Elected Officer Restriction Period begins
13:00	Wednesday 26 February *	Candidate Briefing Session (C18 Merchiston)
14:00	Wednesday 5 March	Student Council Election Special (Craiglockhart 2/17)
08:00	Monday 10th March	Voting Begins
15:00	Thursday 13th March	Budget Form Submission Deadline
15:00	Friday 14th March	Voting Closes
16:00	Friday 14th March	Appeals Deadline
18:00	Friday 14th March	Results Declaration & Announcement Event

^{*} If you cannot attend the Briefing Session, please contact d.wright@napier.ac.uk as soon as possible

SECTION A – What You Must Know Before You Become a Candidate

Your Personal Responsibility as a Candidate

- 1.1 By nominating yourself as a candidate in ENSA's elections you agree to:
 - 1.1.1 take personal responsibility for ensuring that you understand and abide by ENSA's rules, regulations and policies for these elections.
 - 1.1.2 be held responsible for your own actions and for those of others acting in support of your campaign.
 - 1.1.3 be personally liable, including for any cost of repair or recompense, for any damage or injury caused during your campaign.
- 1.2 ENSA shall make every reasonable effort to answer any questions you may have about the election process; however, it remains your personal responsibility to ensure that you do not breach any rules or regulations.
- 1.3 Ignorance of the rules shall not be a valid excuse. "I didn't know" or "we weren't told..." will not be accepted. If you want to do something and you're not sure whether it is permitted, seek advice from the Election Officials first.

Becoming a Candidate

- 2.1 To become an official candidate there are a few things you need to do:
- 2.2 Make sure you are eligible to run for a position.
- 2.3 Check that you meet the eligibility criteria.
- 2.4 Write your manifesto, to be published on the ENSA Website, telling students what you would like to achieve if you win. (Check out our manifesto writing tips)
 - 2.4.1 Your manifesto must not exceed 300 words. If it is more than 300 words, any excess will be cut off the end before it goes live on the ENSA website. We recommend writing this in Word, checking the word count and saving it before starting the online application form.
- 2.5 Make sure you correctly complete the <u>Online Election Candidate Application Form</u> by no later than 12pm on 21/02/2025. Late submissions will not be accepted.
- 2.6 Upload your manifesto and your photograph(s) to be used in ENSA publicity. You will be asked to upload these as part of the online application form.
 - 2.6.1 Photos should be as large/high definition as possible, ideally showing your full head and shoulders, against a plain background similar to a passport style photograph, however, you are allowed to smile! (Remember this photo will used in official publicity so think about the kind of 'professional' image you want to give)
- 2.7 Attend one of the Candidate Briefing sessions.
 - 2.7.1 A briefing session will be held at 1pm on Wednesday 26 February in Merchiston C18. If you are unable to attend, please contact d.wright@napier.ac.uk
- 2.8 Complete a Trustee Eligibility form when you are given one at the Candidate Briefing Session.

 You must declare that you are eligible to be a Trustee and declare any 'conflict of interest' you may have. (Don't worry, we'll cover this form in the Candidate Briefing Session)

Basic Principals and Core Regulations

- 3.1 You and your supporters MUST:
 - 3.1.1 abide by the Election Rules, ENSA Policy and UK Law throughout the elections process.

 This includes Data Protection law and policy.
 - 3.1.2 act in the interests of a fair election and treat other candidates, voters and election officials with civility and respect.
 - 3.1.3 be respectful of students' rights not to vote and to go about their business without harassment, including on campus and online.
 - 3.1.4 observe the deadlines, timetables and rulings set by the Election Officials.

- 3.2 You and your supporters MUST NOT:
 - 3.2.1 do anything to put yourselves or others in danger.
 - 3.2.2 make any attempt to influence students who are in the process of voting. Every member of the Association has the right to vote freely and in private.
 - 3.2.3 campaign in any computer or library areas of the University campuses.
 - 3.2.4 pass electronic devices to students with which to vote, such as phones, tablets, or laptops. Any appearance of these actions (or photo evidence of it) will lead to sanctions.
 - 3.2.5 act to further your campaign by employing unfair advantage (e.g. using resources not available to others).
 - 3.2.6 spend any of your own money or allow supporters to spend any of their own money on your campaign.
 - 3.2.7 make criticisms of a personal or unsupported nature about other candidates.
 - 3.2.8 (It is, however, legitimate to criticise any policy for which a candidate is standing, or to criticise a current office holder's record in office.)
 - 3.2.9 criticise ENSA staff, NUS staff or University staff in your campaign.
 - 3.2.10 deliberately mislead or make false declarations to Elections Officials.

Corrupt Practices

- 4.1 Corrupt practices will not be tolerated by ENSA and will lead to your disqualification from the election.
- 4.2 Corrupt practices include:
 - 4.2.1 Giving, or making a promise of, any gift or inducement to, or for, any voter in order to procure their vote (e.g. alcohol, money, items of value or promises of positions or favours).
 - 4.2.2 Giving or paying for, wholly or in part, any food, drink or entertainment for any voter in order to secure their vote.
 - 4.2.3 Directly or indirectly making use of, or threatening to make use of, any force, violence, or restraint towards any voter or candidate, to induce or compel that person to vote or not vote, or towards any candidate and their supporters, in order to induce or compel them to refrain from campaigning.

SECTION B - Definitions

What election terminology means

- 5.1 Election Period This is the period which covers all election activities, from the opening of applications until the results declaration. Election rules will be in force throughout this entire period.
- 5.2 Restriction Period This is the period when the public activity of current Elected Officers is restricted (see 19.6). This period runs from the close of applications until the results declaration.
- 5.3 Voting Week This is the period from opening of the polls until the results declaration. During this period students will be able to vote online.
- 5.4 Campaigning This is considered to be any activity which promotes an election campaign and asks, or implies, that students vote for a particular candidate.
- 5.5 Sanctions This refers to the actions that the Election Committee can take against a candidate as a result of breaching the election rules. You could think of this as the punishments for breaking the rules (see 22.9 and 22.10).
- 5.6 Campaign Budget The amount of money, provided by ENSA, that each candidate is allowed to spend in relation to their campaign. There are strict rules about spending money and breaking these rules is a very serious offence (see Section C).
- 5.7 Legitimate Campaign Expenses There are strict rules around what you can, and can't, spend your Campaign Budget on (see 7.10). Any expenses must directly relate to promoting your campaign only and must not be used to 'pay' your campaign team or supporters, whether in cash or with other items such as food, drinks or entertainment.
- 5.8 A 'Ticket' or 'Slate' This refers to 2 or more candidates, running for different positions, teaming up and promoting each other's campaigns, as permitted within these rules. There are, however, some additional rules about working together (see 16), especially if any of the candidates are already Elected Officers with ENSA (see 19).
- 5.9 Elections Officials These are the people who 'run' the elections, writing the rules, enforcing them and making decisions about what to do if the rules are broken. The Elections Officials can be University Staff, ENSA Staff and students (see Section F).

SECTION C - Campaign Finances

To prevent any unfair advantage between candidates each candidate running for the same position will be allocated an equal 'Campaign Budget'.

Campaign Budgets

- 6.1 You must not spend your own money on your campaign or allow your supporters to do so.
- 6.2 You will be allocated a Campaign Budget of £60 specifically and only to be spent on your election campaign.
- 6.3 It is solely your responsibility to ensure that you do not exceed the spending limit and that you only spend on legitimate items (see 6.10) to support your campaign.
- 6.4 Exceeding the spending limit or buying disallowed items is equivalent to spending your own money, which is a breach of these rules. Spending limits will be strictly enforced.
- 6.5 You must submit a list of all of your spending on a Budget Form, with receipts attached, to d.wright@napier.ac.uk at least 24 hours before close of polls. Budget Forms can be downloaded on our website.
- 6.6 Even if you have not spent any of your allowance, you will still be required to complete a budget form and submit it by the deadline for public scrutiny.
- 6.7 All candidate's budget forms will be published on the ENSA website for public scrutiny and challenge before the results declaration.
- 6.8 Failure to submit a budget form at least 24 hours before the close of polls; or exceeding the spending limit; or evidence of a candidate or supporters spending their own money on the campaign, will result in disqualification of the candidate.
- 6.9 Expenses will only be reimbursed by ENSA on production of receipts, up to the limit of your allocation.
- 6.10 Campaign Budgets may only be spent on legitimate campaign expenses directly related to your campaign. (The list is for guidance only and is NOT exhaustive. If you have any questions about campaign expenses, please contact the Deputy Returning Officer.)

Allowed Expenses	Disallowed Expenses
Facebook/Instagram paid posts	Lunch/ Coffee (for you or other people)
and boosts	Posters
Flyers or Banners	Alcohol (for you or other people)
Graphic design/video production and editing	Snacks/Sweets (for you or other people)
Costumes/Props	Event tickets (for you or other people)
	Branded promotional giveaway items (e.g. pens, notepads, stress balls, key rings)

Table 1. - Examples of allowed and disallowed campaign expenses.

SECTION D - Campaign Publicity and Materials

To prevent any unfair advantage between candidates each candidate running for the same position will be allocated an equal 'Campaign Budget'.

Publicity

- 7.1 To avoid any unfair advantage, any campaign materials used or procured by any means must be deemed to be reasonably available to any ordinary student at Edinburgh Napier.
- 7.2 Your publicity must not contain registered trademarks, any infringement of copyright, or other content that could be legally actionable, for example, it shall not personally defame anyone
 - 7.2.1 Under UK and EU law, use of copyrighted material for the purpose of 'parody' and 'pastiche' does not infringe copyright.
- 7.3 Your publicity must not contain images of a sexual nature, weaponry, be abusive, or use derogatory or discriminatory language.
- 7.4 The University prohibits the use of stickers of any kind, on or around its property.

Posters and Flyers

- 8.1 You must not distribute or display any posters on campus or in University accommodation.
- 8.2 Use of flyers is permitted; however, candidates must arrange the design, printing, delivery and distribution of their own flyers. The cost of any flyers produced must be included in the candidate's campaign budget and declared on the Candidate Budget Form (see 6.5).
- 8.3 Candidates are encouraged to minimise their use of flyers, in line with ENSA's Sustainability Charter. Candidates are also encouraged to collect and reuse discarded flyers, rather than producing more.
- 8.4 Candidates are solely responsible for ensuring flyers are cleared away and do not cause any health & safety risks (such as becoming a slip hazard on floors).

Digital and Online Campaigning

- 9.1 Students will cast their votes using an electronic voting system, so campaigning digitally, online and using social media can be very important, however some regulation of these methods is required to avoid students being 'spammed'.
- 9.2 It is also important for candidates to follow the University's guidelines, as well as UK Law, relating to computers use and digital, and online, communications (such as the Data Protection Act and the Privacy and Electronic Communications Regulations).

Computers and the Web

- 10.1 Any computer usage must be in line with all Edinburgh Napier Information Security policies.
- 10.2 Malicious uses of Information Technology will be treated as gross misconduct and disciplinary action will be taken. This includes, but is not limited to, unauthorised access to accounts or systems; creation of fake profiles; impersonation or identity theft; cyber-bullying or harassment.
- 10.3 You, or your supporters, must not create any websites to further your campaign. Your manifesto, photograph and a short 'Candidate Profile' will be made available on ENSA's website.
- 10.4 You must not collect or utilise any personal information from students, such as names, email addresses or telephone numbers, whether online or in hardcopy, for the purposes of furthering your campaign, to avoid any Data Protection legislation implications.
- 10.5 Any ENSA, The Union Bar and Edinburgh Napier University webpages, mailing lists, email groups or official social media pages must not be used to further your campaign. This includes member lists for clubs and societies.

Electronic Communication

- 11.1 You, or your supporters, must not send any or excessively frequent unwanted communications by any electronic medium (i.e. no spamming).
- 11.2 You, or your supporters, must not use emails to further your campaign, such as sending campaign materials, soliciting votes or 'electioneering', but may respond to questions asked about your manifesto and campaign, provided you did not initiate the communication.

Social Media

- 12.1 You must adhere to the terms and conditions of the platform, when posting to social media. Inappropriate materials must not be used (see 7.3).
- 12.2 You are required to inform the Election Officials of any 'admin rights' for any ENSA or Edinburgh Napier University accounts, pages, groups or lists (including individual Sports Clubs and Societies) at the Candidate Briefing session and you must give up such 'admin rights' prior to beginning your campaign and until the results declaration.
 - 12.2.1 The ENSA Communications Team can act as impartial 'care-takers' of any pages or groups during the election period, where required.
- 12.3 You may create appropriate social media accounts to publicise your campaign, however you must provide details of all campaign accounts to the Depute Returning Officer, or their appointee.
- 12.4 You, or your supporters, must not add people to Facebook Groups unsolicited or in bulk. Group members must personally request to be added to the group individually.
- 12.5 You, or your supporters, must not 'tag' people unsolicited or in bulk, including individual Sports Clubs and/or Societies accounts (except those that have given express consent to appear in the photo) evidence of permission given should be retained a failure to be able to provide this evidence upon request will be deemed a breach of election rules.

- 12.6 To maintain impartiality, the following social media accounts are off limits and must not be used to further your campaigns, nor endorse or give preferential treatment to, any specific candidate(s). ENSA has direct responsibility for these groups and pages, no matter who set them up.
 - . ENSA Facebook page
 - ENSA Twitter/X account
 - ENSA Instagram account
 - ENSA TikTok account
 - . ENSA LinkedIn account
 - . ENSA Discord

- . Napier Freshers Facebook page
- . Napier Freshers Twitter/X account
- . Napier Freshers Instagram account
- Any Edinburgh Napier University social media page/account
- 12.7 You, your supporters, or any campaign related social media accounts, must not post on any of the pages listed above.
- 12.8 You, your supporters, or any campaign related social media accounts, are permitted to post to certain ENSA moderated groups on Facebook, including:
 - ENU Students Only Facebook Group
 - Find Your Room/Classmates Group
- 12.9 Paying for boosted posts and adverts on social media, such as Facebook and Instagram, is allowed, however you must remember to submit evidence of any expenditure, such as a screenshot, with your Campaign Budget Form.

Campaign Videos

- 13.1 You can submit a single campaign video for inclusion on your 'Candidate Profile' on the ENSA website.
- 13.2 You are also free to create and share any other video content on social media, provided it does not breach any of the rules stated here, however, ENSA will not share or post videos to social media on your behalf other than a 15-second Instagram Story (you will get information about this in the Candidate Briefing Session).

Campaigning at University Accommodation

- 14.1 You, or your supporters, are permitted to have a presence on-site at University Accommodation any time between 10am and 10pm during Voting Week. However, access to any properties must be provided by residents following a full disclosure of the purposes for which you are requesting access.
 - 14.1.1 No additional posters should be placed in University Accommodation sites and doing so will immediately lead to sanctions.
 - 14.1.2 Flyers may only be distributed in person, directly to students, and must not be left in piles, put into mailboxes, or 'posted' under doors.
- 14.2 Any unauthorised distribution of posters or flyers at University Accommodation is prohibited and any such material shall be destroyed.
- 14.3 Remember, University Accommodation buildings are residents' homes and any issues with conduct of campaigners on these premises, shall be addressed promptly and may lead to sanctions.
- 14.4 Any candidate(s) asked to leave a University Accommodation property by a resident must do so immediately

SECTION E – Support and Endorsements

Supporting Other Candidates (Running On a 'Ticket' or 'Slate' With Others)

- 15.1 You can choose to support other candidates running for elections. This can be known as running on a 'Ticket' or 'Slate'.
- 15.2 You can endorse other candidate(s) by sharing their materials on personal or campaign social media accounts, verbally when speaking to students, or by campaigning together.
- 15.3 You must not pool your financial allowances to increase your spending power (e.g. bulk discounts, special offers).

Endorsements

- 16.1 You cannot be publicly endorsed or supported at any time by any member of:
 - The ENSA Board of Trustees (except Sabbatical Officers, see 19)
 - ENSA Staff (except Sabbatical Officers, see 19)
 - Any company or business
 - Any commercial or political organisation
- 16.2 You cannot be publicly endorsed or supported by any member Edinburgh Napier University Staff whilst they carry out the duties for which they are employed, or where their position is explicit or implied. This includes directly campaigning for, or wearing or displaying the publicity of, any candidate.

ENSA Sports Clubs and Societies

- 17.1 Candidates are permitted to seek endorsement from ENSA Sports Clubs and Societies.
 - 17.1.1 Candidates, campaign teams or supports may request to attend in person or online sports clubs and society meetings, club training sessions or any other event, to promote their campaign. However, permission must be sought in advance from the Sports Club or Society committee. Evidence of permission should be retained a failure to be able to provide this evidence upon request will be deemed a breach of election rules.
 - 17.1.2 If any candidates, campaign teams or supporters are asked to leave a sports club or society event by the members or committee, they must do so immediately.
- 17.2 Candidates, campaign teams or supporters must not use official campaign social media accounts to tag Sports Clubs or Societies, unless prior consent has been expressly given by the Sports Club or Society.
- 17.3 Evidence of permission given should be retained a failure to be able to provide this evidence upon request will be deemed a breach of election rules.
- 17.4 Social media posts from candidates, campaign teams or supporters may be subject to removal at the discretion of the Sports Club or Society.
- 17.5 ENSA has no responsibility for any campaign materials posted, shared, or deleted by any Sports Club or Society on any social media channels.
- 17.6 ENSA Sports Clubs and Societies are free to endorse any candidate that they wish, provided that no candidate has 'admin rights' for their social media accounts during the campaign.

Restrictions that apply to current Elected Officers

By virtue of their position, current Elected Officers may have specific advantages during the election process which need to be mitigated to prevent any abuse of the power of their office and to 'level the playing field' between candidates. This includes the actions of a current Elected Officers to further their own campaign, support another candidate or to act to the detriment of any other campaign.

- 18.1 Elected Officers must not use e-mail addresses, mailing lists or any other listings, or accounts, which are used in connection with an ENSA role (i.e. anything that carries their title or is used to communicate with constituents/members) for election purposes. This applies to all Elected Officers, whether they are a candidate or supporting another candidate.
- 18.2 Elected Officers shall not use ENSA resources to support any campaign, e.g. office equipment, stationery, all-student e-mails, or use ENSA offices as a campaign base.
- 18.3 Elected Officers shall not use any photographs or videos created by ENSA as part of their campaign or in support of another candidate.
- 18.4 Elected Officers shall not use ENSA branded clothing, acquired by virtue of their role or which specifically identifies them as Elected Officers, when supporting or opposing any candidate or campaign.
 - 18.4.1 For the avoidance of doubt, Sports Club 'kit' is permitted to be used, provided it does not identify a committee role of the candidate.

- 18.5 If Elected Officers are engaged in ENSA campaigns or activities, during the campaign period, they must not use these opportunities to engage in election campaigning either for themselves or to support another candidate(s).
- 18.6 Elected Officers will be subject to a period of restricted public activity, between the close of applications and the close of polling, where their ability to take part in public campaigns or events will be restricted and monitored.
- 18.7 If a Full-Time Elected Officer is standing as a candidate, they must not campaign during working hours. Arrangements to take annual leave, if required, must be made in advance with the CEO. Leave will not be granted in retrospect without penalty. If Elected Officers campaign during the working day without taking leave, this will result in disqualification.
- 18.8 For the avoidance of doubt, current Full-Time Elected Officers are allowed to support other candidates or run on a 'ticket' or 'slate', however this must be outside of working hours and use of ENSA resources, in any form, is strictly prohibited.

SECTION F – Election Officials

Responsibilities of the Elections Officials:

- 19.1 All Election Officials shall maintain strict neutrality between candidates and provide a free and fair election process, aiming to ensure a 'level playing field' for candidates and preventing, or addressing, any unfair advantage by:
 - 19.1.1 publicising the electoral positions and receiving applications.
 - 19.1.2 creating a fair applications process and checking the status of nominees to ensure that they meet eligibility criteria.
 - 19.1.3 creating, disseminating, and explaining the rules of campaign to all election candidates.
 - 19.1.4 setting up a voting process that permits students to cast their electoral votes securely and in private, using an electronic voting system administered by the University over a number of days (usually a working week Monday-Friday).
 - 19.1.5 publicising election week to the student body.
 - 19.1.6 dealing with complaints and queries about the rules of campaign from candidates, and other students, and referring these to the Returning Officer, where appropriate.
 - 19.1.7 adjudicating any disputes that may arise over elections, enforcing the rules and applying any penalties against candidates who breach the rules.
 - 19.1.8 validating the count and organising the declaration of the results.

Who are the Election Officials for this Election?

- 20.1 Returning Officer This person interprets the rules of campaign and is referred to for the adjudication of major disputes and/or serious acts of misconduct. In the event of a misconduct claim being upheld, the Returning Officer will decide the appropriate penalty for the candidate(s).
 - 20.1.1 If the Returning Officer is absent or otherwise unable to fulfil their duties, an interim Returning Officer will be appointed, by the current Returning Officer.
- 20.2 Depute Returning Officer this is normally an ENSA staff member who deals with the organisation of the election on-site and handles queries and ongoing complaints.
- 20.3 Assistant Returning Officers these are normally ENSA staff members, who assist the Depute Returning Officer with the organisation of the election on-site and handle queries and ongoing complaints.
- 20.4 The Depute Returning Officer, and Assistant Returning Officers, have the authority to impose an interim sanction based on the available evidence and severity of the rule breach, pending referral to the Returning Officer for a formal decision.
- 20.5 ENSA staff, acting as Assistant Returning Officers, may investigate, and report, any potential breaches of the rules observed during their normal duties. You, and your supporters, must comply with any requests made by ENSA Staff members.
- 20.6 ENSA staff may be assigned to university sites during the campaign period to respond to any queries and to ensure conduct is in accordance with the election rules.

SECTION G – Enforcement, Penalties and Queries

Breach of the Rules

- 21.1 If you, or your supporters, wish to complain about an alleged breach of the rules, you must do so to the Depute Returning Officer, or Assistant Returning Officers.
- 21.2 To be considered valid, your complaint must be in writing, on an official ENSA Complaint Form, citing the specific rule broken and providing specific evidence of the breach (i.e. a screenshot or print out of a Facebook post/tweet, photographs or videos).
 - 21.2.1 Complaint Forms can be downloaded from our website.
- 21.3 Verbal complaints will not be considered. Only complaints submitted using an official ENSA Complaint Form will be considered.
- 21.4 You must not take steps to personally "remedy" an alleged breach or any other situation.
- 21.5 Multiple complaints must not be grouped together on a single form and each complaint must be submitted individually on a separate complaint form for every alleged breach of the rules.
- 21.6 Complaints must be submitted as soon after the breach as possible. Any delay in submission may negatively impact the consideration of the case by Election Officials.
- 21.7 Submission of a complaint will not normally cause a campaign to be suspended while complaints are investigated or decided.

- 21.8 Any complaints deemed to have been filed maliciously or vexatiously to damage another candidate's campaign, rather than to pursue a genuine grievance, may incur penalty to the candidate who submitted such a complaint.
- 21.9 The Elections Officials may punish any breach of rules and do anything considered necessary to ensure electoral fairness (i.e. 'to level the playing field' and 'address an unfair advantage' between competing candidates.), including disqualification of a candidate(s).
- 21.10 Election Officials may issue a warning for minor misconduct and/or take appropriate action to mitigate any 'unfair advantage' gained through a breach of the rules, however it is also possible for any breach of the rules, that has been deemed to have impacted the outcome of the election, to result in disqualification. validating the count and organising the declaration of the results.

Right of Appeal

- 22.1 Candidates have the right of appeal against any decision by the Elections Officials.
- 22.2 Any appeal must be in writing, addressed to the Returning Officer, and submitted to either the Depute Returning Officer or the designated Assistant Returning Officer on campus, within 24 hours of the decision or sanction being sent to the candidate, or up to 1 hours after the close of polls, whichever is sooner.
- 22.3 The campaign will not normally be suspended while complaints are investigated or decided, so there is no advantage in delaying submission.
- 22.4 Any post-declaration appeal, against an election ruling must be lodged with the Chair of ENSA's Board of Directors, no later than three working days after the declaration of the result.
- 22.5 Post-declaration appeals will be dealt with in line with the <u>ENSA Constitution</u> (Schedule 4). During consideration of appeals, the declared results shall continue to be valid.
- 22.6 The Board's decision on an appeal shall be final.

Declaration of Results

23.1 The results of the election shall not be declared until all outstanding complaints and appeals have been resolved. This may lead to a delay in announcing the results for individual, or all, positions.