Creating Your Manifesto

What is a manifesto?

Your manifesto is an opportunity for you to tell students about yourself and persuade them that they should vote for you.

Most candidates will also use their manifesto to articulate their vision for student life at Edinburgh and how they think things could be better – from a different approach to teaching, to a new service, or even just a refurbished space.

Your aim is to convince students not only that they should vote, but that you have the unique skills, experience, and ideas to represent them well.

Where will students be able to see my manifesto?

Most students will see your manifesto when they go to vote, which is why it’s important you complete your online profile with your photograph and manifesto before the deadline at 12pm on February 26th.

However, you might also want to share your manifesto on social media, or include key points from it on your posters and flyers.

What should I include in my manifesto?

1. **Who are you?** Most voters won’t have met you, so make sure you introduce yourself including your name, what year you’re in, and what you’re studying.

2. **What skills and experiences would you bring to the role?** Voters will be interested in any experience you have of representing people and campaigning for change. That might be in a previous student representative in your school, college or previous University, or outside of your studies.

3. **What motivated you to stand?** Talking about what motivated you to stand in the election will help students connect with you, and give them confidence that you’ll take the role seriously if elected.

4. **What do you hope to achieve if elected?** As an Elected Representative, you’ll be expected to listen to the feedback of the students you represent and focus on addressing the issues that matter to them. However, in your manifesto it is useful to give voters an idea of what your priorities would be, if you were elected.

When developing your manifesto, most candidates start by simply talking to their friends and peers, but it’s important to make sure you’re hearing from a diverse range of students. You could also chat to current elected representatives, look at the list of motions which students have brought to Student Council recently, and explore the University’s Have Your Say pages.

How should I format my manifesto?
It can be easy to end up with a long manifesto, particularly if you feel you have a lot of experiences or ideas which you want to communicate to potential voters. However, most students won’t want to read too much text so remember to **keep it short and to the point**.

If your manifesto is a little bit longer, remember to **use formatting to create sections and highlight key points**. That way, voters won’t miss anything important, even if they don’t read it all.

You want voters to remember your manifesto when they come to vote, so **use memorable words and phrases** that will stick in their mind.

**Avoid using acronyms, colloquial terms, or complicated language** as you want to ensure that your manifesto is accessible and easy to understand.

If you have any questions about creating and sharing your manifesto, or if you would like to see previous manifestos for your role, please email elections@eusa.ed.ac.uk.