

*Independent Students’ Electoral Commission*

specific election Campaign plans of a registered student support group

# Purpose and Introduction

1.1 The Election Campaigning of candidates eligible for election, registered student support groups and students is provided for in paragraph 10 of the [Institutional Rules on Student Governance (2023)](https://www.nwu.ac.za/sites/www.nwu.ac.za/files/files/i-governance-management/policy/2023/1P_1.3.1/1P_1.3.1_2023_e.pdf) (IRSG).

1.2 The purpose of this Specific Election Campaign Plan of Student Support Groups is to ensure compliance with the relevant provisions contemplated as part of paragraph 10 of the IRSG.

**1.3 The completed specific election campaign plans must be submitted to the Independent Students’ Electoral Commission (ISEC) by no later than 01 August 2023 at 15:00, via this email address:** [ISEC@nwu.ac.za](mailto:ISEC@nwu.ac.za).

1.4 **Paragraph 10.2** of the IRSG provides the following in terms of the **period for election campaigning**:

***10.2 Period of election campaigning***

*10.2.1 The election campaigning activities contemplated in paragraphs 10.6.1.1, 10.6.1.3 and 10.6.1.4 conducted by the CECTs, candidates and student support groups may only take place during the period published for election campaigning in accordance with paragraph 6 of these rules.*

*10.2.2 The election campaigning activities contemplated in paragraph 10.6.1.2 conducted by the CECTs, candidates and student support groups may only take place during the period published for election campaigning and voting in accordance with paragraph 6 of these rules.*

*10.2.3 No election campaigning activities may take place prior to the commencement of the election campaigning period as provided for in paragraph 9.4.1.*

1.5 In accordance with **paragraph 10.4,** the following is provided on **Student Support Groups**:

***10.4 Student support groups***

*10.4.1 Students may form student support groups that advocate for the election of a candidate and/or group of candidates, through approved campaign plans subject to the provisions in 10.4.4 and 10.4.5.*

*10.4.2 Student support groups may only comprise registered students of the University, and may include subordinate student leadership structures of the University established in accordance with the Constitution of the Students’ Representative Council of the North-West University.*

*10.4.3 Student support groups must officially register as such with the ISEC at least five (05) days prior to the commencement of the election campaigning period, and must provide the following information in order to be registered:*

1. *the identifying name, symbol, and slogan of the student support group;*
2. *a complete list of candidates that will be supported by the student support group;*
3. *the name, surname, student number and contact information of at least two (02) convenors of the student support group who are not candidates and with whom the University, the ISEC and the CECT may engage on matters relating to the group’s involvement in the election process and election campaigning;*
4. *confirmation whether the student support group is a subordinate student leadership structure as established in accordance with the Constitution of the Students’ Representative Council of the North-West University, and*
5. *the specific election campaign plan of the student support group accounting for all activities relating to the campaign, engagements, and promotional materials whether in hard-copy or digital format, that will be used in the campaign.*

*10.4.4 The specific election campaign plan of student support groups is subject to the relevant policies, rules and processes of the University, including matters related to university facilities, resources and relevant health and safety requirements.*

*10.4.5 The ISEC must review the specific election campaign plans of candidates and student support groups, make necessary recommendations, and approve such plans once satisfied at least two (02) days prior to the commencement of the campaign period.*

*10.4.6 The ISEC must ensure that the specific election campaign plans are compliant with these rules and facilitate a free, fair and transparent election campaign.*

*10.4.7 The relevant election campaign plans of candidates and student support groups must adhere to minimum requirements for campus election campaign plans indicated in paragraph 10.3.*

*10.4.8 The relevant election campaign plans of candidates and student support groups must be made available to the relevant CECT prior to the commencement of the campaigning period.*

*10.4.9 Once approved, any amendments to the relevant election campaign plans of candidates and student support groups must be submitted to the ISEC for consideration and approval, but no amendments would be permitted after the campaigning period has commenced.*

*10.4.10 No new registration applications for student support groups may be considered by the ISEC once the campaigning period has commenced.*

*10.4.11 Convenors of student support groups are accountable for the conduct and actions of student supporters participating in the group’s campaigning engagements and activities.*

*10.4.12 Convenors of student support groups must attend the orientation and information-sharing sessions relating to election campaigning coordinated by the ISEC and the relevant CECT.*

*10.4.13 Convenors of student support groups must report any non-compliance of the Institutional Rules on Student Governance to the relevant the CECT and the ISEC as soon as reasonably possible but must do so within 24-hours after becoming aware of the occurrence of the alleged non-compliance.*

*10.4.14 In the event that a candidate is supported by a student support group with which the candidate does not wish to be associated, the candidate must in writing inform the group concerned, the relevant CECT and the ISEC that they distance themselves from the activities of the group.*

1.6 In accordance **with paragraph 10.6.1** of the IRSG the following is provided for in terms of election **campaigning engagements**:

*10.6.1 Election campaigning engagements include the following in-person and online engagements:*

*10.6.1.1 public gatherings, meetings, and rallies;*

*10.6.1.2 word of mouth campaigning and canvassing;*

*10.6.1.3 stalls and stands erected on designated areas identified by the CECT for the purposes of engaging with eligible student voters, and*

*10.6.1.4 facilitated question and answer sessions.*

*10.6.2 Election campaigning engagements may only be conducted on university-owned or university-controlled premises.*

*10.6.3 Door-to-door campaigning activities are prohibited in university residences owned or controlled by the University.*

1.7 In accordance with **paragraph 10.7**, the following **conduct is prohibited** as part of election campaigning:

***10.7.1 The following conduct is prohibited:***

1. *the usage of language, statements, and messages that promote violence, intolerance, or discrimination;*
2. *intimidation of eligible candidates, eligible voters, or employees of the NWU;*
3. *creation, publication or distribution of false information regarding eligible candidates or student support groups;*
4. *unauthorised use of names, symbols, and slogans of other candidates or student support groups;*
5. *the offering of any type of incentive, benefit, privilege or bribe to an eligible voter to participate or withhold their participation in any electoral process;*
6. *the destruction, defamation, removal or altering of campaign materials of other candidates or student support groups by a candidate or student support group, and*
7. *the use of alcohol or illegal substances as part of an election campaign.*

1.7 The following **limitations** are provided on election campaigning in accordance with **paragraph 8 of the IRSG:**

***10.8 Limitations on election campaigning***

*10.8.1 Campaigning activities may not be conducted at the gates or access points of a campus, or premises owned or controlled by the University.*

*10.8.2 Campaigning materials such as posters, flyers and any other hard-copy print materials may not be erected, posted, or placed at the gates, access points or on the perimeters (including walls and fences) on a campus or premises owned or controlled by the University.*

*10.8.3 In-person campaigning activities may not be conducted during lectures or other teaching-learning and research sessions scheduled in the academic timetable of the University.*

*10.8.4 No student may purchase, sponsor, or receive as a gift advertising space, marketing airtime, commercials, or other similar promotional mechanisms to broadcast, publish or campaign for the election of an eligible candidate, regardless of whether this is done through traditional, digital or social media platforms.*

*10.8.5 No candidate or student support group may erect, setup or make available a voter centre or space or make available equipment for eligible student voters to cast their votes.*

# Table of contents

This Campus Campaign Plans consist of the following parts:

**Part 1:** Student Support Group Information and Checklist

**Part 2:** Schedule of Election Campaigning Engagements

**Part 3:** Social Media

**Part 1**

# Student Support Group Information and Checklist

|  |  |  |  |
| --- | --- | --- | --- |
| **STUDENT SUPPORT GROUP INFORMATION** | | | |
| **Name of Student Support Group:** |  | | |
| **Campus:** |  | | |
| **Convenor 1** | | | |
| Name: |  | | |
| Surname: |  | | |
| Student Number: |  | | |
| Contact Number: |  | | |
| Email address: |  | | |
| **Convenor 2** | | | |
| Name: |  | | |
| Surname: |  | | |
| Student Number: |  | | |
| Contact Number: |  | | |
| Email address: |  | | |
| **REGISTRATION CHECKLIST** | | | |
|  | | **Yes** | **No** |
| Have you completed the online registration form for your student support group? | |  |  |
| Have you indicated the list of nominees your Student Support Group will be campaigning for. | |  |  |
| Did you develop your specific campaign plan taking into account the campus campaign plans of the CECT? | |  |  |
| Have you attached the digital and print marketing materials for your Student Support Group? | |  |  |
| Have you obtained the permission from the nominees you will be supporting that your Student Support Group may proceed to support them? | |  |  |
| Have you completed this template (part 2 and 3) in full? | |  |  |
| Have you read and understand the provisions relevant to election campaigning as provided in the Institutional Rules on Student Governance? | |  |  |
| Have you read and understand the SRC Candidates’ Code of Conduct? | |  |  |

**Part 2**

# Schedule of Election Campaigning Engagements

The table below provides an indication of the schedule of election campaigning engagements required in terms of **paragraphs 10.4.3** and **10.6** of the IRSG for the relevant campus:

|  | **Reference Para. 10.6** | **Description** | **Date(s)** | **Time(s)** | **Venue(s)/Platform** | **Stakeholder(s)** | **Supporting Documentation** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| *EXAMPLES* | *Para. 10.6.1.1*  *Public Gathering / Meeting / Rally* | *Campaigning Period Launch* | *10 August 2023* | *14:30-15:00* | *Great Hall / Amfi Theatre / Big Lapa* | *Eligible Candidates*  *CECT Members*  *Student supporters* | *Addendum A: Event script* |
| *Para. 10.6.1.2*  *Stalls and stands* | *Eligible candidate-Student voter engagements at designated stalls* | *12 August 2023* | *12:00-14:00* | *Bos Mike / Lovers Lane / Student Centre* | *Eligible Candidates*  *CECT Members*  *Student supporters and Student Support Groups* | *Addendum B: project plan indicating number of stalls and stands, and set-up.* |
| 1. |  |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |  |
| 4. |  |  |  |  |  |  |  |
| 5. |  |  |  |  |  |  |  |
| 6. |  |  |  |  |  |  |  |
| 7. |  |  |  |  |  |  |  |
| 8. |  |  |  |  |  |  |  |
| 9. |  |  |  |  |  |  |  |
| 10. |  |  |  |  |  |  |  |

*\*\*More detailed schedules that support the sessions indicated above may be developed, but must be submitted to the ISEC when submitting this Specific Election Campaign Plan.*

**Part 3**

# Social Media

## Usage of social media as part of Election Campaign Plans

5.1.1 In accordance with **paragraph 10.5** of the IRSG, the following is provided for in terms of the usage of social media:

*10.5.1 The following official social media pages of the University managed or overseen by the Department of Corporate Relations and Marketing, may not be utilised as part of the election campaigning activities:*

1. *social media pages of a* ***campus or the NWU****;*
2. *social media pages of* ***employees*** *of the University;*
3. *social media pages of the* ***Students’ Representative Council****;*
4. *social media pages of* ***faculties*** *and* ***support departments****, and*
5. *social* ***media pages of structures or groups not formally recognised by the NWU as an official NWU social media platform****, including social media pages that portray and use the NWU’s name, brand or identity without obtaining the necessary permission from the Department of Corporate Relations and Marketing.*

*10.5.2 The use of social media pages of structures and groups not recognised by the Department of Corporate Relations and Marketing for the purposes of election campaigning is prohibited, except personal social media pages of individual students.*

*10.5.3 The* ***personal social media pages of individual students may be used for campaigning activities****, and individual students and candidates are permitted to share, publish, repost, and engage with social-media posts of student support groups, including their own social media materials and content.*

***10.5.4 The official social media pages of the SCC may be used to communicate the information of candidates and the campus election campaigning activities contemplated in paragraphs 5.4.3 and 10.3****.*

***10.5.5 The information published in accordance with paragraph 10.5.4 may not make any reference to specific student support groups.***

*10.5.6 The official social media pages of the subordinate student leadership structures may be used for election campaigning, provided that the relevant subordinate student leadership structure is registered as a student support group with the ISEC in accordance with paragraph 10.4.*

## Social media pages forming part of the Campus Election Campaign Plan

5.2.1 The following social media pages of the Student Support Groups concerned will be used as part of the Specific Election Campaign Plan:

*\*\*This EXCLUDES personal social media pages of individual students in their private capacity.*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Social Media Platform** | **Link** | **Responsible Administrator** |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |
| 5. |  |  |  |

## Social media posts forming part of the Specific Election Campaign Plan

### The social media posts will form part of the Student Support Group’s social media campaign:

*\*\*Note: the general sharing, reposting and interaction with social media posts done by student voters does not need to be included hereto. Therefore, only the original post(s) planned and made by the Student Support Group should be indicated. Only the* ***general social media posts*** *(i.e. the type of post) that are planned should be included hereto, and not a specific schedule indicating when the post will be made.*

|  | **Description** | **Social Media Platform** | **Stakeholder(s)** | **Supporting Documentation** |
| --- | --- | --- | --- | --- |
| *EXAMPLES* | *Candidates Introduction:*  *Publication of candidate’s posters on social media* | *Facebook Page* | *Convenors* | *Posters* |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
| 5. |  |  |  |  |