
Cutting through the Noise: Crafting Clear Messages to Stand Out

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01

Understanding Your Audience



Identifying Stakeholders

Depending on the position you choose, you could be interacting with lots of diverse individuals and groups such as:

- Students and Student Groups
- Faculty
- University Administration
- External organizations
- Politicians and Bureaucrats



Qualities Students Want

Transparency

Open about decision making process and rationale.

Advocacy

Represent and champion student interests/needs.

Inclusivity

Ensure all student voices are heard and valued.



Accountability

Take responsibility for actions and decisions.

Vision

Lead with clear vision and specific, achievable goals.

Accessibility

Available for consultation, easy to talk to.

02

Crafting Your Message



Elements of an Effective Message



Clarity

Use simple language that helps people understand who you are, what you stand for and your goals.



Relevance

Address specific needs or concerns tailored to your audience.



Emotional Resonance






Create a deeper connection with your audience by appealing to their feelings.



Alignment

Ensure your message reflects your core values/abilities and your audience's expectations.

Determining Your Core Message

1		Who Are You?	Personal background and strengths.
2		What You Stand For?	Core values and beliefs you hold.
3		What issues matter to you?	Key concerns you plan to address.
4		Why should they support you?	Unique qualities or attributes that set you apart.
5		What change do you want to see?	Your vision for the future and how you'll achieve it.

Example: Alex's Core Messaging

Who I Am

1

My name is Alex, and I'm a third-year Political Science student. Over the past two years, I've been involved in student advocacy, representing student voices as a advocacy coordinator for the social science student council.

What I Stand For

2

I believe in fostering a more inclusive and transparent campus environment where every student feels heard, regardless of their background or program.

Issues That Matter

3

I'm passionate about addressing mental health challenges, improving campus accessibility, and increasing funding for student-led initiatives. I also want to ensure that students are more engaged in key decisions that impact our experience.

Why Support Me

4

I bring a strong commitment to accountability and communication. With my experience advocating for students and working with administration, I have the skills to effectively push for the changes we all want to see.

Changes I Want

5

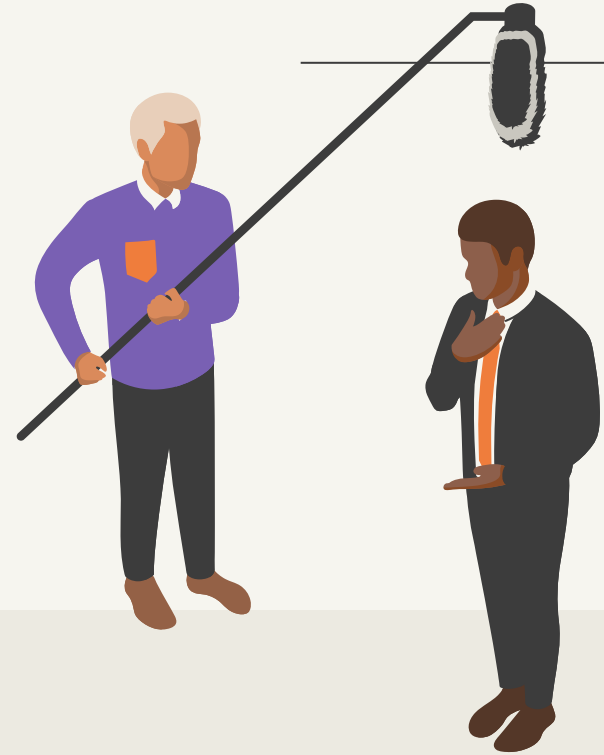
My vision is for a campus where student concerns are addressed quickly, and where resources, like mental health services and student support programs, are readily available and easily accessible. I want every student to feel like they are part of the decision-making process.

Adapting Your Message

Audience	Key Focus	Tone and Style	Message
Students	Shared concerns, student support, relatability	Casual, approachable, empathetic focus on shared experience	I've seen and experienced the struggles we face accessing qualified mental health counselling on campus. I've waited months to get appointments only leave feeling unheard. That's why I'm running to ensure your concerns are heard and acted upon. Together, we can create a campus where every student feels supported and included.
Administration	Institutional goals, student retention, long term impact	Strategic, forward thinking, aligned with institutional priorities	As a student, I can't begin to understand the complexities of operationalizing large scale mental health services to a campus like this. But failure to address this growing need will impact student retention and success. I am advocating for targeted investments in mental health services and greater student engagement in decision-making processes to secure a more flexible funding model that will adapt to changes in both provincial funding and student needs over time.

03

Engagement and Feedback Strategies



Why Feedback Is Important



Builds Trust

Without trust from students, we have no basis for what we do.



Improves Initiatives

Insights from students inform how services are created and maintained.



Fosters Participation

When students know their opinions are valued, they participate more.

Methods For Collecting Feedback and Engaging with Voters

Consultations

Create dialogue directly between students and leaders as individuals or in small groups.

Focus Groups

Small gatherings of students discussing specific topics and providing insight.

Interviews

1:1 or small group discussions that enable in depth exploration and feedback that surveys miss.

Media Polls and Posts

Quickly gather information from large groups while fostering engagement.

Surveys

Quickly gather data from large groups to identify trends and priorities.

Boothing

On the ground feedback collection during events, attracts those that prefer in person interaction.



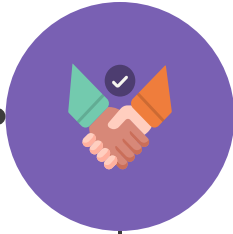
Campaign Engagement Opportunities



1

Events

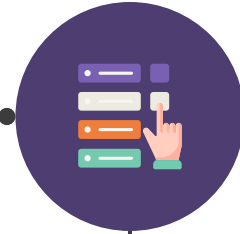
Organizing formal and informal events to connect with students and build relationships.



2

Debates

Participate in debates at the faculty level to promote your ideas and address students directly.

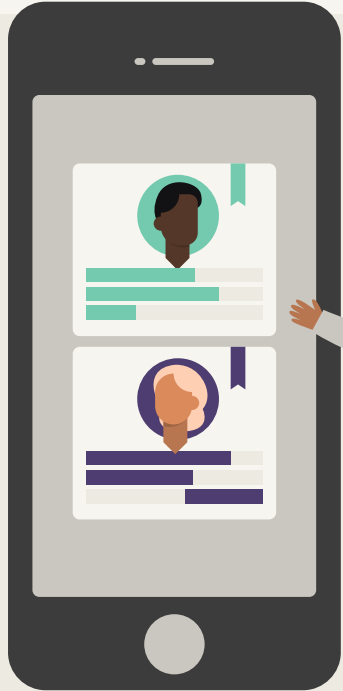


3

Social Media

Amplify your outreach by sharing campaign updates, engagement posts and comments.

Select the Right Platforms



Instagram	What to Post: Graphics, campaign posters, and photos from events. Behind-the-scenes content, Q&A sessions, polls, and quick updates.
Tik Tok	What to Post: Creative challenges, campaign slogans, or unserious takes on campaign issues. Share personal stories that connect emotionally with the audience. Briefly explain campaign goals or policies in an entertaining way.
Personal Website	What to Post: Personal biography, campaign vision, and values. In-depth articles on key issues, personal insights, and updates on campaign progress. Downloadable materials, event schedules, and volunteer opportunities.

Growing Your Personal Brand

1. **Be Authentic:** Share your true self and values to connect with your audience.
 2. **Consistent Messaging:** Use the same key messages across all platforms.
 3. **Engage Regularly:** Post updates, respond to comments, and ask questions.
 4. **Share Your Journey:** Use stories and experiences to create relatability.
 5. **Leverage Multimedia:** Use images, videos, and graphics to enhance your message.
 6. **Network:** Collaborate with other students and organizations to broaden your reach.
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Applicable USC Policies

Bylaw 2 - Elections	The rules and regulations that both the candidates and Elections Committee must abide by.
Elections Rules and Violations Policy	Outlines rules candidates must follow
Elections Violations Procedure	Outlines the proper procedures for receiving, processing, reviewing, and publicizing the results of violations.
Advertising Materials Policy	Guidelines for the creation and distribution of promotional materials
Referendum Policy	Procedures the administration of referenda including campaigns.
Clubs and Faculty Council Event Approval Procedure	Steps for securing official approval for events.

Summary

1. **Identify Your Audience** – Know who you want to reach and tailor your approach to their concerns and interests.
 2. **Choose Your Platforms** – Use the right mix of social media and in-person outreach to connect with different groups.
 3. **Create a Timeline** – Plan key events, posts, and touchpoints to maintain consistent engagement throughout your campaign.
 4. **Stay Interactive** – Use polls, Q&A sessions, and other feedback tools to create two-way conversations with your audience.
 5. **Measure and Adjust** – Continuously assess what's working and make changes to improve your reach and impact.
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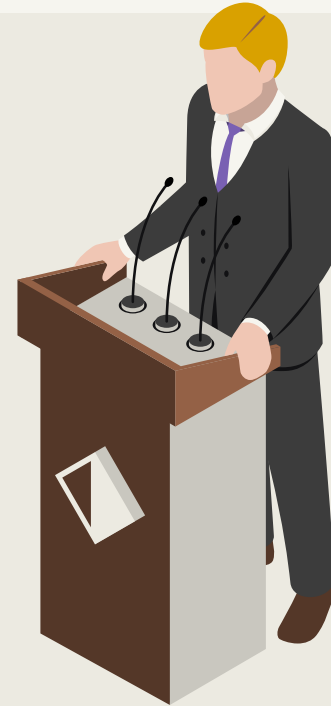
04

Overcoming Challenges



1. Managing Public Perception

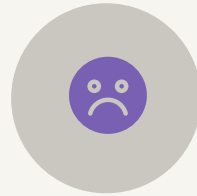
1. **Adjust Expectations:** Understand conflict and opposition are inevitable and plan accordingly.
 2. **Transparent Decision-Making:** Clearly explain the "why" behind your decisions.
 3. **Stay Consistent:** Be honest and consistent in your messaging to build credibility.
 4. **Communicate with Intent:** Shape the narrative to reflect your values and reasoning.
 5. **Embrace Feedback:** Leadership is about making informed choices and being open to input, not just pleasing everyone.
-



Managing Negative Feedback



VS



VS



Constructive Criticism

Useful feedback that offers specific suggestions for improvement.

Unfounded Negativity

Lacks substance or constructive suggestions, often stems from frustration.

Harassment

Aggressive and unwanted behaviour that escalates over time, creating a sense of danger.

Coping With Public Scrutiny

Redirect the Conversation

Focus on positive actions, solutions. Shift the discussion towards what is being done to address the issue. Focus on values, goals and impact where possible.

Delegate

Allow other members of your team to manage feedback on your behalf.



Don't Respond

Know when to disengage, when it's not productive and it doesn't serve you. Define what types of feedback are acceptable, ignore or block harmful comments.

Practice Self Care

Engage in activities that help you relax and recharge. Engage support services where needed.

When you accidentally become important at work

2. Imposter Syndrome



3. Information Overload

1. **Prioritize:** Focus on the most important pieces of information and actionable tasks. What needs to be done right now. Vs. what would be nice to have done.
 2. **Use time Blocks:** Carve out time in your day for school, campaigning and life.
 3. **Limit Social Media Time:** Allocate specific times for checking updates or delegate the responsibility to someone else.
 4. **Organize Information:** Use tools like chat platforms or apps to keep track of important dates, information and documents.
 5. **Ask for Help:** Talk to team, clarify important information with the people you trust the most. Ensure you are delegating tasks to avoid overextension and burnout.
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Am I good enough? Yes I
am. Next Question
- Michelle Obama

Additional Resources

1. USC Elections [Website](#)
2. USC [Website](#)
3. USC [Instagram](#)
4. USC [LinkedIn](#)
5. USC [Twitter](#)
6. USC [Youtube](#)
7. USC [Facebook](#)



Key Dates

January 13

Nominations Open at
12:00 AM

January 17

Nominations Close at
11:59 PM

January 17th

Mandatory All
Candidates meeting at
5:00 PM

January 20

Campaign Period Starts

February 3

Campaign Period Ends

January 30

Voting Period Starts at
12:00 AM

Thanks



Do you have any questions?

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