

Campaign Guidance - 2025

Approved by the Board: September 2024

Noted by the Advisory Council: October 2024

For the purposes of an election campaigning, candidates and their supporters will not have access to Institute resources.

To help candidates campaign guidance is set out below:

Please note this guidance may be amended from time to time for different elections.

Your campaign

What's your unique selling point?

You need to be clear about what you can offer to the Institute if you get elected. How can you differentiate yourself from other candidates? How does your lived experience make you special? What skills, knowledge and experiences make you a good candidate for the role?

Online channels

Social media platforms offer instant access to a broad range of people and can help you to extend your reach beyond your immediate pool of contacts.

Using sites like Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok can really help to get yourself noticed. If you do not already have these types of social media accounts, you may wish to consider setting one up to campaign. You will need to be active on social media to grow your following and to reach new audiences. You will also need to consider the different types of content people expect to see on those channels (videos, images, infographics etc. in addition to text).

You can also send emails to encourage people to vote for you. Keep your message clear and concise – and signpost people to further information on your website, blog or social media accounts. Use email addresses you have gathered via your networks and ask those contacts to forward your email on to their friends and colleagues who are members. Bear in mind the rules and guidance, later in this document, on data protection and using Institute resources. You might like to consider using a free videoconferencing platform like Zoom, Skype, Google Meet, or Facebook Messenger Rooms to set up a virtual networking session to meet members and explain what you can offer as a candidate.

You may want to make a short video of yourself as part of your campaign.

To support your campaign the Institute can:

Assist with your candidate profile

As part of our commitment to equity and diversity we can review your statement and biographical information for obvious errors (spelling mistakes etc.).

Your statement will then be shared as part of the voting information and put on the LI website.

Publish your candidate profile on the Institute website

For Council elections, the information in your election statement, along with your biographical information will be published on the LI website. Potential voters will be able to view this to help them make their decision.

You may choose to use a photograph as part of your campaign but please note that the LI does not publish candidates' photographs.

Enable other members to get in touch with you

We can include an email address and/or phone number on the election webpage for members to get in touch with you directly. Please email regulations@landscapeinstitute.org to let us know if you would like us to do this and to share your contact details with us.

What you can't do

Other than what is available for all candidates, as outlined above, you cannot use Institute resources to promote your campaign.

Here is a guide on what are Institute resources. Please note this list is not exhaustive so if you are unsure please seek advice immediately.

- The membership and staff database
- External and internal circulation lists.
- The Institute website.
- Institute publications – electronic or printed.
- Institute branding.
- Funding from branches, other official Institute groups.
- Institute staff – you must not ask Institute staff to help you with your campaign for example, asking them to forward on emails or help write your statement.
- If you already hold an elected or official role in the Institute, you cannot use this platform to promote your candidacy or ask for support
- Because of data protection laws we cannot supply you with contact details for other members. Please do not ask staff to forward emails for you as we are unable to do that. In addition, you must not use contact lists that you have acquired as part of another role you have held in the Institute – e.g if you are a branch chair and have access to a list of members in your area you must not use this for your campaign. This would contravene our policy on data protection which is in line with data protection laws and principles. You should also be aware of your employer's own data protection and IT use policies when considering whether you are able to email your colleagues.
- If you have been invited to speak publicly, or to feature in or publish articles in any Institute media, by the Institute you should not do this once your nomination is confirmed and until the close of voting.
- If you are unsure about anything, please contact the LI team:
regulations@landscapeinstitute.org