



Liverpool
Guild of
Students

Student
Officer
Elections

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Liverpool Guild of Students
160 Mount Pleasant, L3 5TR
+44 (0) 151 794 6868
www.liverpoolguild.org

Elections Breakfast Briefings

Day 3: Wednesday 19th March 2025



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1991 (6.66%)
votes cast so far!

Day 2 Comparison

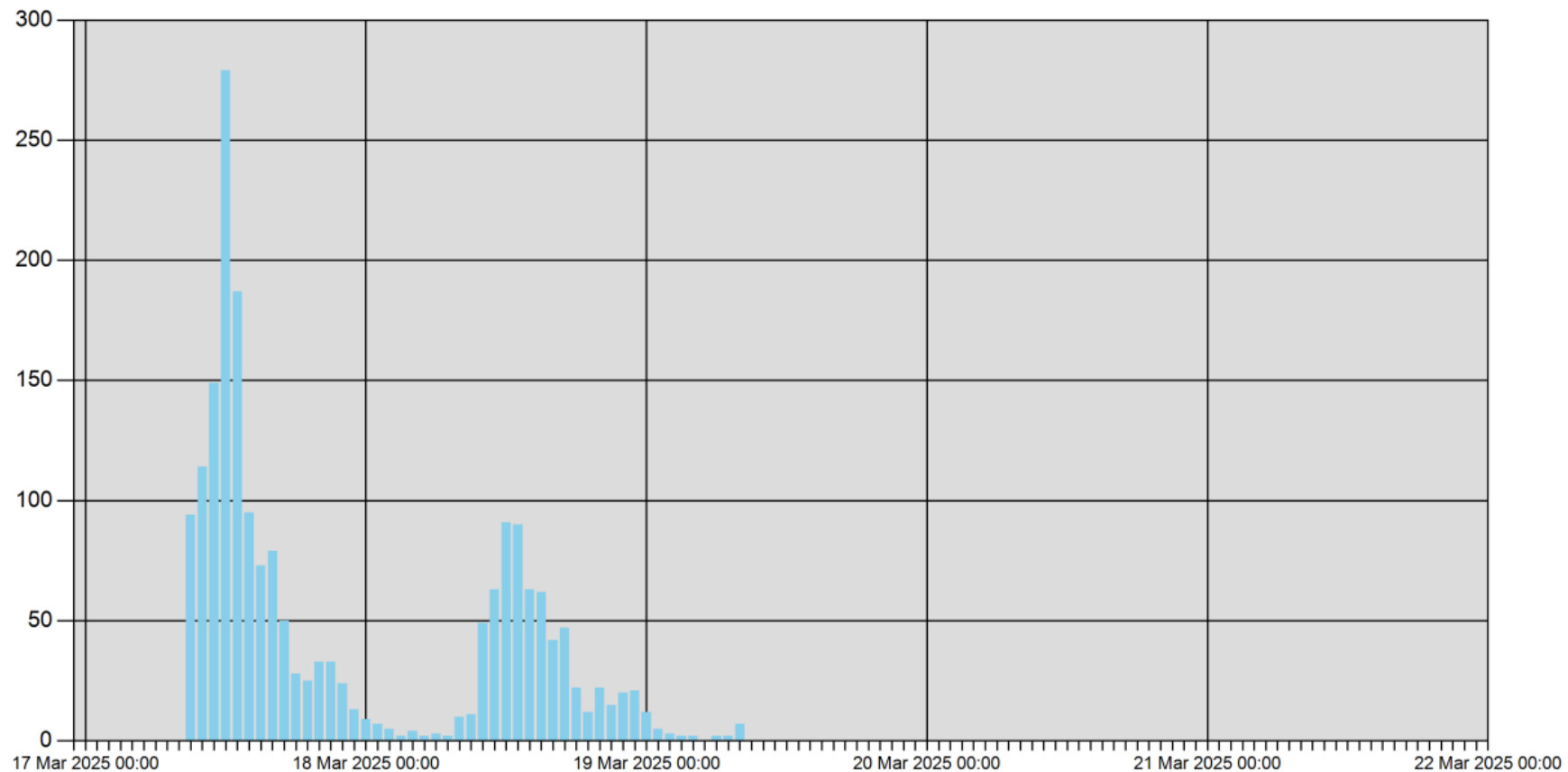
2025: 1950 (6.52%)

2021: 2620 (9.4%) 2023: 2399 (8.38%)

2022: 2764 (9.8%) 2024: 1949 (6.51%)

Voting Behaviours

Votes per hour - by post



Top Course Turnouts

Course	Turnout	Course	Turnout
Medicine	5.2%	↑ Electrical & Electronic Eng	1.6%
Law	4%	Marketing	1.5%
Veterinary Science	3.1%	Economics	1.5%
Psychology	3.1%	Dentistry	1.5%
↑ History	2.8%	Architecture	1.4%
Computer Science	2.6%	Politics	1.4%
Management	2.2%	Accounting + Finance	1.4%
↑ Data Science and AI	1.9%	Geography	1.4%
↑ Business Analytics & Big Data	1.7%	International Business	1.4%

Other Voting Stats

Student Type	Voters
UG	1428
PGT	487
PGR	65

Mode of Study	Voters
Full-Time	1919
Part-Time	37

We're Halfway There!

- We're halfway there now, so keep up the momentum with your campaign.
- Make sure you're taking regular breaks from campaigning, so you've got the energy to finish the week strong.
- Wednesday afternoon can often be a bit quieter on campus, so this can be a good opportunity to take a rest break or think about where you can find students outside of campus.

Elections Day 3: Mid-Week Motivation



Marketing Update



7k Views
108 likes
11 comments
6 shares



13.3k views
201 likes
6 comments
24shares



Stories: 2986 views across 5 story frames
125 direct link clicks to ballot
96 Link clicks across candidate manifestos



Marketing Update: Email

- BRAT Elections
- Sent to: 28,548
- OR: 24%
- Web Stats:
- Elections Hub: 2990 views
- *With hits to the homepage still at less than half of the elections website we can see most students are accessing the website using emails QR codes and Pop Ups*



Marketing Update

- Elections Email 3: Sweet Treats Inside
- Content Plan for Today:
 - Aim for Change
 - A Batch Made in Heaven
 - Time to win!





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Elections Week: Prize A Day

24 Candidates. 5 days. 4 Officer Roles



1 amazing prize to be won
every day in Vote Week

Scan here to be in for a chance to win

VOTE NOW



Monday

Liverpool Memories Kit:

Instax Camera, £50 Pins
Voucher, £50 Duke Street Market Voucher,
Liver Building Tour for 2 & Julia Gash Merch

Tuesday

Festival Season: Sunday Parklife
tickets for you + a mate!

Wednesday

AIM FOR CHANGE: Join us
on University Square for our
Elections week challenges for your chance to win
a Mini Fridge, Digital Camera or Sony Headphones.
Elections + Prizes = a Batch made heaven!

Thursday

The Big Shop on Us:

£100 ASDA Voucher + Toilet
Rolls to last you to the end of the year!

Friday

Movie Night Bundle: Projector,
Disney+ for the year, Oodie for
you + 4 housemates and face masks.



ROCKSTAR
ENERGY DRINK PRESENTS
PARKLIFE
HEATON PARK, MANCHESTER / JUNE 14-15TH



Aim for Change?

Over to you...





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Any Questions?

Contact Us: democracy@liverpool.ac.uk