



Films and Media Council Students' Gymkhana | IIT Kanpur

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Proposal regarding Facebook Campaigning and Video Manifestos in Elections

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With the onset of facebook campaigning that started with this year's by-elections, we have an opportunity for better information relay system to the campus community for the elections that are held for various posts under the Students' Gymkhana. However the present system doesn't perform to its optimum level.

Problems with the present system of facebook campaigning

- Individual pages being managed by the candidates are tougher to monitor
- The reach of these pages is not sufficient enough to be of use during the campaigning period

Proposal for Facebook Campaign

- Instead of individual pages for the candidates, the EC can use its FB page to publish publicity material on their behalf
 - It would help in better monitoring as well as provide a better reach to the campus community
- Each candidate will have a deadline on every day (say 6:00 PM) till which they are supposed to submit their material (a specified number by the EC) to the EC which the EC upon ratification would publish through the page at a specified time (say 8:00 PM)
- To maintain consistency in reach for every candidate, the material for candidates contesting for the same post would be made in time slot circulation
- The SOP Box also has seen a declining trend for the past few years, hence I propose that instead of SOP Box, we organise facebook live for candidates wherein the electorate can ask questions to the candidate which can be regulated by the EC easily

Problems with the present system of Video Manifestos

The current system in place for the video manifestos takes a lot of effort from the EC team but doesn't produce as good results as the video content is not very engaging for the electorate

Proposal for Video Manifestos

- Each candidate will be given a template which will be an infographic template wherein they can edit the text and photographs and add relevant background score to make their video manifestos
- The content of the video shall be strictly limited to the Manifesto of the candidate and shall be released though FB page of EC upon verification by the EC
- The video template editing does not take a lot of effort and produces good results which might be able to solve a few of the problems with the current system

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