



2025-2026 RHS Student Council Officer Elections

Campaign Video Explanation

Typically, each candidate delivers a speech at our Spring Election Assembly communicating his/her goals for the year and presenting the officer candidates that he/she believes will best represent our school. During the Covid-19 pandemic, we revised our election process. Instead of the assembly, we now use a campaign video.

In order to share your ticket candidates and platform with our whole student body, each presidential candidate should produce a campaign video. This video will be hosted on the School Website, emailed to the student body, and embedded in the Officer Ballot.

****YOUR VIDEO IS DUE TO MRS. GRESSETT OR MRS. TREADWAY BY 7:00 PM, April**

23**

This video will be included in the digital ballot, but it will also be shared on social media. Each video should represent what is best about Ruston High School, so please make sure that you comply with all of the guidelines listed below.

Before producing your video:

1. Complete the Officer Application form available [here](#) if you have not already. Presidential candidates need to make sure to include their campaign platform ideas in the application.
2. Confirm platform ideas with Mrs. Gressett or Mrs. Treadway. One of them will email you directly in response to your application submission.
3. Establish your ticket--confirm that each person running on your ticket has submitted his/her officer application, and that the application has been approved.

Campaign Video Guidelines

- ☐ Your video should be **no more than two minutes long**.
- ☐ It should introduce yourself and your platform ideas clearly and **appropriately**. Remember, this video represents yourself and RHS. Consider how someone from the community would respond to the content that you include.

- ❑ It should **introduce each person running on your ticket**. This can be done by simply showing a photo of the candidate, for example. Remember, each individual position is voted on separately. The reason you have a ticket is to communicate to the student body who you think would be the best candidate for each position--this is similar to a nationally elected official (like the president) endorsing a local candidate for a position.
- ❑ Submit your video for final approval by 7:00 pm on 4/23 to Mrs. Treadway (stephanie.treadway@lincolnschools.org) or Mrs. Gressett (igressett@lincolnschools.org).

Restrictions

- Do not engage in any negative campaigning across any platform, including in your video. **You will be disqualified from the election immediately.**
- Do not share your video or engage in any form of campaigning on social media **prior to the beginning of the campaign window. The campaigning window opens on Monday, April 28. Voting will occur during Advisory period on Friday, May 2. The ballot will remain active through 12:30 on Friday.**
- Do not modify your campaign video after it has received final approval.
- Your video should be hosted on a youtube channel, and **marked as private until the beginning of the campaign window**. You may choose to make the video public after campaigning commences, but that is your decision. You will need to share a viewable link with Mrs. Gressett or Mrs. Treadway for final approval. This link will be embedded in the digital ballot, so please make sure that it is active.