

## The Student Room plans to register enough new student voters to swing the results as part of its 2015 General Election campaign

The world's largest online student community, The Student Room, today launches its 2015 General Election campaign with a promise to mobilise its 1.8 million members to register enough new voters in key student marginal constituencies to directly impact the election results.

The 'Together We Matter' campaign – which has its social media base at The Student Room's [General Election Hub](#) – will run through to Election Day. It will also include Q&As with party leaders, promotions targeted at encouraging more students to vote, and a drive to boost support for extending voting to 16 year olds.

Over four million 18-24 year olds will visit The Student Room website, which is used by 75% of all UK students, in the run up to the election. The site aims to inspire this audience to play an active role in the democratic process, at a time when the potential impact of student voting activity on the outcome of a General Election has never been greater.

More details of the campaign programme will be announced over the next few weeks, and will focus on three core themes:

- **'RegAFriend'**: Teaming up with the National Union of Students (NUS) and the Electoral Commission, The Student Room will deliver a series of viral campaigns through its community to boost new student voter registrations. It will specifically target the 10 lowest-majority student constituencies.
- **Reduce the voting age**: The Student Room will partner with campaigning organisation Bite the Ballot and the National Union of Students to drive signatories to the NUS's petition to reduce the UK voting age to 16.
- **Get out and vote**: A series of high profile promotions, social media programmes and campaign stunts designed to encourage students to use their vote.

Jack Wallington, Community Director, says "The Student Room has always provided a powerful forum for political discussion amongst students. We have run our own student parliament, our threads are alive with debate across a wide range of issues, and we put all the party leaders in front of our members as part of our 2010 election campaign. This year, we intend to ramp up our activity significantly. The student vote has never been more crucial to the overall composition of the next government. We aim to encourage students to make the most of this fact, and make sure their voices are heard."

The Student Room will provide a wide-reaching election service for its student users, including:

- 24/7 social campaign hub and advice for students, which will contain election debate and information including bite size explanations of party manifestos
- Voting tracker - showing how student voting intentions are changing as the campaign progresses

- Election mapping functionality – providing students with information on their local area
- Daily news and updates on election and party activity
- Dedicated election forums with hundreds of pages of user content and discussion

**For more information please contact**

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## **Journalist resources**

The Student Room will be visited by millions of students in the run up to the election and has over 1.8 million registered UK student members. We are able to provide access to this audience and offer a range of resources to support editorial on students and the general election – often on a fast turn-around basis - including:

- **Interviews.** We can help arrange interviews with students, targeted on a range of criteria including age, location and interests.
- **Research polls.** We can help test student opinion on key election issues, and generate large samples quickly.
- **Soundbites.** We can help provide instant feedback on a range of issues and emerging news topics.
- **Trends.** We can provide insights into election trends and sentiment throughout the election period.

For more information on the journalist resources The Student Room can provide please contact:

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### *Editor's note*

*Founded in 2001, The Student Room is the world's largest online student community and the UK's no.1 education website. The Student Room Group has over 3 million registered members, primarily aged between 14-24 and attracts over 8 million visitors a month. It provides student-to-student advice on studying, educational career choice and lifestyle issues. The Student Room Group works directly with most UK universities as well as a wide range of leading brands and companies.*