

# JERSEY ELECTION 2022

## CAMPAIGN REPORT

Published 23 November 2022

**VOTE.JE**  
Jersey's Official Voting Guide

# INTRODUCTION

Island-wide elections take place every four years in Jersey. This report documents the work carried out by the Digital and Public Engagement Team at the States Greffe in relation to the election that took place on 22 June 2022.

The total resident population of Jersey was 103,267 on the day of the most recent census in 2021. The Island is divided into 12 Parishes; St Helier is the most densely populated, accounting for over a third of the total population of Jersey (35,822) and the smallest parish in terms of population size is St Mary with a population of 1,818.

To be **eligible to vote**, Islanders need to be aged 16 or over and have lived in Jersey for two years; or to have lived in Jersey for six months, plus a period that totals five years.

Islanders are required to **register in advance** of elections to be on the electoral register (main or supplementary), which they can do by registering online, returning a printed form to their Parish Hall or visiting a Parish Hall in person.

# ELECTION '22

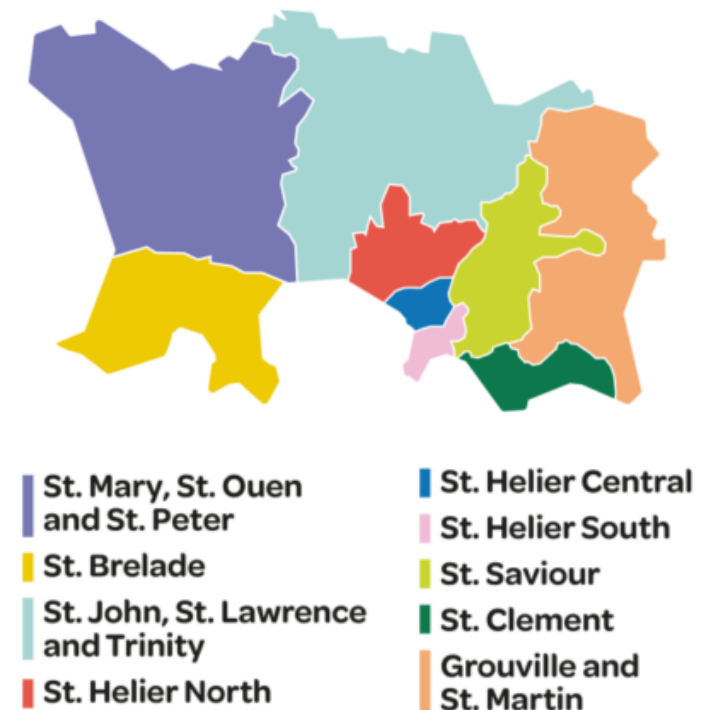
The 2022 election saw the introduction of **significant changes to the electoral system**, including:

- Nine new electoral constituencies for Deputies, to provide a more even distribution of elected roles
- Removal of the Senator role
- Increased number of Deputies from 29 to 37
- 'None of the candidates' introduced as a voting option to ensure no candidate is elected without a vote
- Islanders could choose to vote by post or in person
- Introduction of the Jersey Electoral Authority to oversee elections

Elements of the **electoral system that remained unchanged** included:

- The 12 Connétable (or Constable) roles, each representing one of the Island Parishes
- A total of 49 members, with an equal vote in debates
- All members elected to their position for four years
- Voting age 16 years+

**Constituency map**



# CAMPAIGN TARGETS & OBJECTIVES

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## Targets for the 2022 elections

1. Increase the number of candidates and encourage more competition
2. Attract a spread of candidates that represent our diverse community
3. Increase voter turnout to 50%

## Objectives for the 2022 elections

1. Increase engagement volume and diversity with hustling events
2. Increase Islander engagement with our digital content
3. Increase media coverage

TARGET AUDIENCES

# TARGET AUDIENCES

It is essential to reach all Jersey residents with information about Island-wide elections. However messages and channels were tailored to reach specific demographic groups:

- Potential candidates
- Young Islanders aged 16-25
- All Islanders aged 25+
- St Helier residents
- Portuguese, Polish and French speakers
- Islanders with a disability

# MESSAGING, ACTIVITY & TIMELINE



# KEY MESSAGES

A phased approach was implemented to ensure that timely, relevant messages were delivered at each stage of the campaign. These included:

- Consider standing for election
- Election is next year – what are the issues that matter most to you? (targeting voters)
- Elections are changing – your 2022 guide
- New resources for potential election candidates
- Why vote
- Register to vote
- Apply to postal vote
- Find out about your candidates
- ‘None of the candidates’ – explanation of what this means when voting
- Three ways to vote – by post, at pre-poll and in person on election day
- Election day is 22 June
- Meet your new States Members

# TIMELINE: Pre-Election Year (Mar – Sep 2021)

## March 21

### Candidates

Launched campaign to encourage a diverse range of candidates to consider standing for election.

#### Activity included:

- Social media posts
- Created and shared toolkit to encourage third party organisations to reach out to their communities about standing for election, in collaboration with the States Assembly Diversity Forum
- New website content

## September 21

### Democracy Week

Focused on the upcoming election, encouraging Islanders to think about the issues that matter most to them.

#### Activity included:

- IslandViews photography competition
- Bunting decorated by primary school children
- Democracy Bus featuring students' ideas
- Highlands College Freshers' Fayre to encourage students to register to vote
- Live Q&A's with States Members
- States Chamber tours
- Youth Parliament in the States Chamber



# TIMELINE: Pre-Election Year (Oct – Dec 2021)

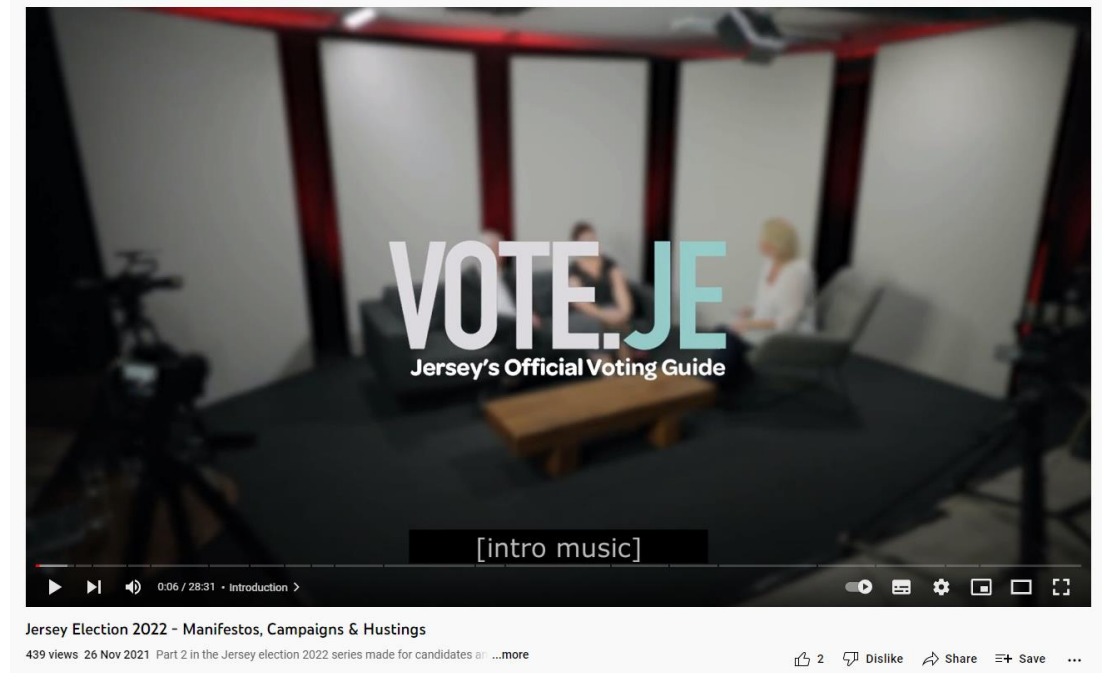
## October – December 21

### Standing for Election

Developed resources for candidates, including a series of videos providing information and guidance about the process of standing for election, covering topics such as social media, manifestos, hustings and the role of a States Member.

#### *Activity included:*

- Three new videos
- Two live online Q&A events for potential candidates



# TIMELINE: Election Year (Jan – Feb 2022)

January 22	February 22
Fort Regent lit up red on 22 <sup>nd</sup> to mark the monthly countdown to the election	Fort Regent lit up red on 22 <sup>nd</sup> to mark the monthly countdown to the election
'Elections are Changing' 4 page leaflet delivered to all Island households, with translated versions online and in print at key community venues	Internal communications – intranet article and lock-screens
Press notice re: changes to the electoral system	Press notice: new candidate resources launched
Animation explaining difference between the States Assembly and Government of Jersey launched	Information sent to voluntary and community sector organisations
JEP digital takeover advert	E-newsletter to candidates
Bailiwick Express digital adverts	Regular social media content
Regular social media content	

# TIMELINE: Election Year (Mar 2022)

## March 22

Launched Vote.je on LinkedIn

Candidates – videos launched with Island residents talking about the importance of diversity in the States Assembly to encourage candidates considering standing for election

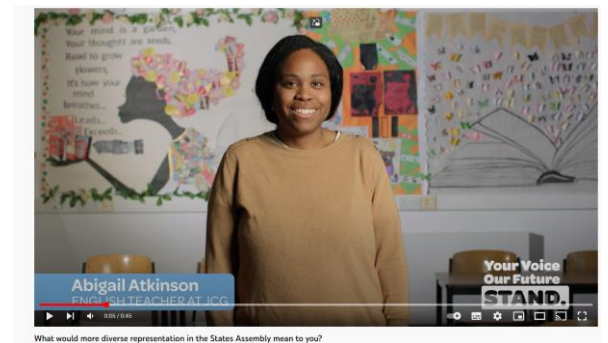
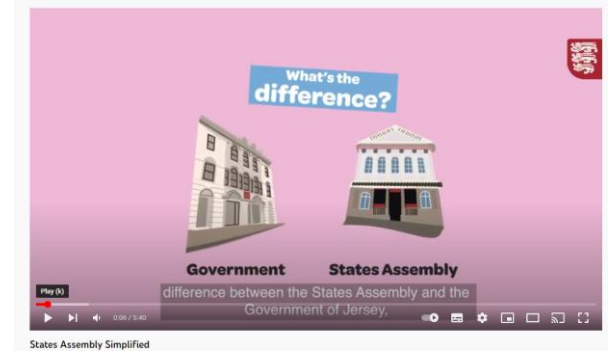
Register to Vote Letters sent by Parishes, funded by States Greffe. Included Postal Vote application form

Regular social media content

Press notices – 100 day count-down; candidate nomination process

E-newsletters sent to voters and candidates

Fort Regent lit up red on 22<sup>nd</sup> to mark the monthly countdown to the election



# TIMELINE: Election Year (Apr 2022)

## April 22 - Activity

Launched Vote.je on TikTok

Candidate Forum at St Helier Town Hall for industry bodies and charities

9 Wanders of Jersey constituency quiz launched

Love Theatre performances in Island secondary schools and colleges

Pop-up stands at Hautlieu School (focus on registering to vote)

Our Island magazine - editorial and advertising – distributed to all Island homes

Bailiwick Express digital adverts

Regular social media content

Digital Screens: Co-Op

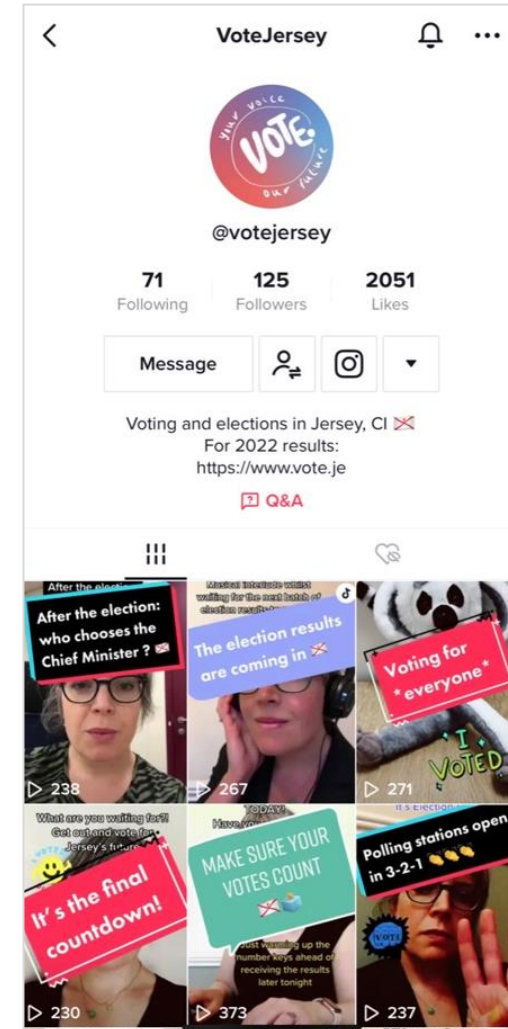
Bus Station Digital Screens

E-newsletters to Voters and Candidates

Marketing Bureau digital screens & car park posters

Press notices

Fort Regent lit up red on 22<sup>nd</sup> to mark the monthly countdown to the election



# TIMELINE: Election Year (May 2022)

May 22 - Activity	May Activity Continued
Announced 93 candidates standing for election	Norman's Clock Countdown
Launched new Vote.je website, followed by constituency finder	Filming and upload of candidate manifesto videos: Vote.je/YouTube
Bus Station – advertising on digital screens	JEP print and digital adverts
Candidate manifesto booklets delivered to all households	Channel 103 30 Second Radio Ad (Register to Vote)
Candidate Online Question Time events	Regular social media content
Filming of in-person hustings, available online via YouTube	Roadside Banners (Register to Vote)
Bailiwick Express digital adverts	Morier House Window De-Cals (key election messages)
Google Ads (Register to Vote)	E-newsletters to Voters and Candidates
Durrell 'Vote for a green future' social media takeover	Marketing Bureau Digital Screens & Car Park Posters
Fort Regent lit up on 22 <sup>nd</sup> of each month until election	Press notices

# TIMELINE: Election Year (Jun 2022)

June 22 - Activity	June Activity Continued
Channel 103 30 Second Radio Ad (Vote)	Norman's Clock Countdown
Candidate Manifesto Booklets delivered to all households, including updated booklet for St John, St Lawrence & Trinity	Live social media and website coverage of results on Election Day (night)
Candidate Online Question Time events	JEP print and digital adverts
Filming of in-person hustings. Available online via YouTube	Grouville Gazette Editorial
Town Centre stands to answer questions	Regular social media content
Norman's Clock Countdown	Roadside banners (Candidates and 3 ways to vote)
Promotion of 'None of the Candidates' animation	Morier House Window De-Cals (key election messages)
Promotion of Pre-Poll (how, where and when)	E-newsletters to Voters and Candidates
Bailiwick Express digital adverts	Marketing Bureau Digital Screens & Car Park Posters
Bus Station digital screens	Press Notices
Internal communications to States of Jersey employees	Messaging via digital screens in the States building
Fort Regent lit up on 22 <sup>nd</sup> of each month until election	Meet your new States Members



BRANDING

# BRANDING: CONCEPT

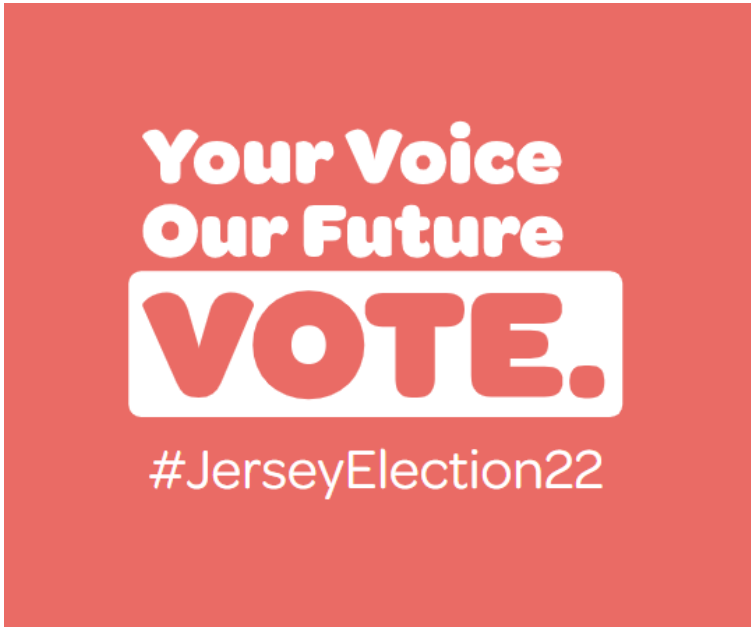
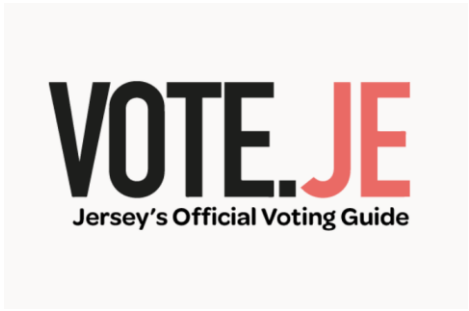
The approach to branding the Election '22 campaign was to create an engaging, vibrant, active look and feel, which aligned with the existing Vote.je branding.

Photography and video content featuring both Island scenery and people from Jersey's diverse community was used, in addition to illustrations and translated messages, to relate and engage our target audiences.

A strong graphic device with a powerful strapline was used throughout the different elements to deliver an empowering call to action.



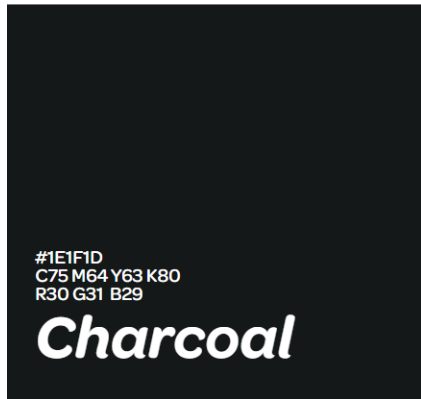
# BRANDING: LOGO & COLOURS



**Primary**  
 The primary colours are the lead colours for the brand, the secondary colour palette are complimentary. No other colours should be used in brand collateral.

#FFFFFF  
 C0 M0 Y0 K0  
 R255 G255 B255

**White**



#1E1F1D  
 C75 M64 Y63 K80  
 R30 G31 B29

**Charcoal**



#EB6A66  
 C2 M70 Y53 K0  
 R235 G106 B102

**Red**

**Secondary**

**Bold red**

#E65749  
 C3 M77 Y69 K0  
 R230 G87 B73

**Muted yellow**

#F9CA64  
 C2 M23 Y69 K0  
 R249 G202 B100

**Bold yellow**

#EBC906  
 C10 M17 Y95 K1  
 R235 G201 B6

**Light blue**

#A4D4D1  
 C41 M1 Y21 K0  
 R164 G212 B209

**Muted blue**

#73ABD8  
 C58 M22 Y4 K0  
 R115 G171 B216

**Pink**

#EEBAD5  
 C5 M36 Y2 K0  
 R238 G186 B213

**Bold orange**

#EE8947  
 C2 M55 Y76 K0  
 R238 G137 B71

**Muted orange**

#F2A870  
 C2 M41 Y59 K0  
 R242 G168 B112

**Light green**

#C9D32E  
 C29 M2 Y20 K0  
 R201 G211 B46

**Dark green**

#86A228  
 C55 M18 Y100 K3  
 R134 G162 B40

**Dark blue**

#1375B7  
 C85 M47 Y4 K0  
 R19 G117 B183

**Purple**

#7778B3  
 C61 M54 Y4 K0  
 R119 G120 B179

# BRANDING: STRAPLINES

The campaign strapline 'Your Voice, Our Future.Vote' was expanded to include references to registering to vote and standing for election, to adapt to the key phases of activity. The words were chosen to encourage Islanders to use their vote to have a say on the future of their Island.

The strapline was translated into Portuguese and Polish and used across a range of applications.

**Your Voice  
Our Future  
VOTE.**

**Your Voice  
Our Future  
STAND.**

**Your Voice  
Our Future  
REGISTER.**

**Twój głos**  
Nasza przyszłość  
**ZAREJESTRUJ SIĘ.**

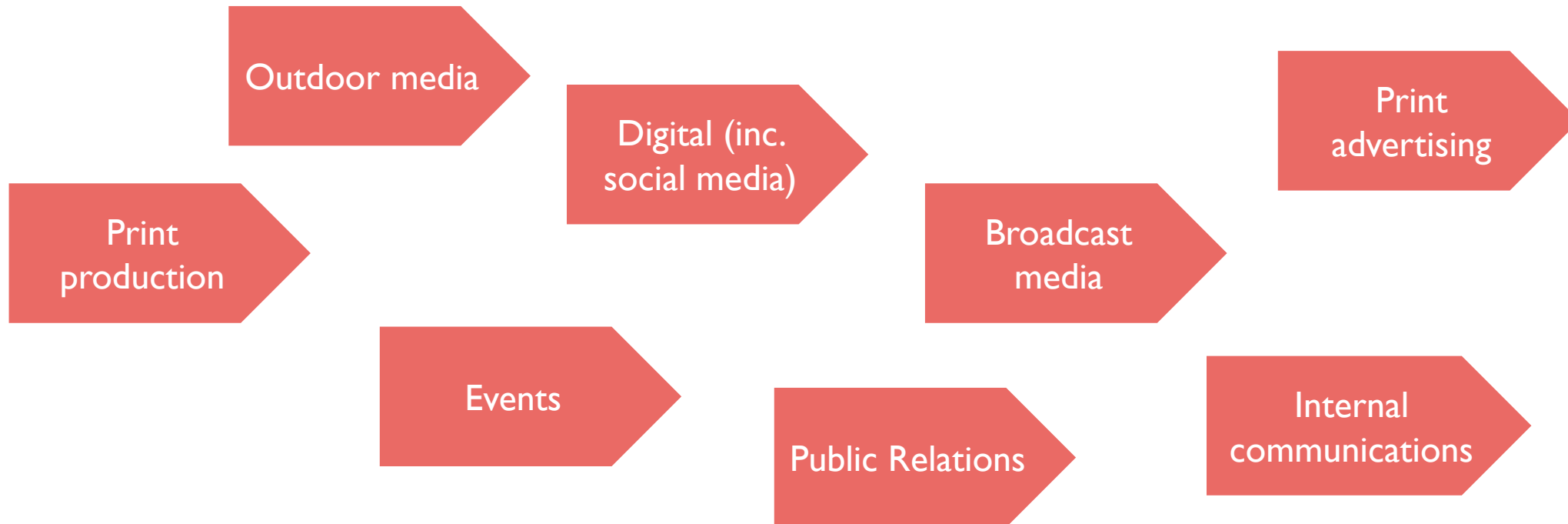
**Your Voice  
Our Future  
REGISTER.**

**A Sua Voz**  
O Seu Futuro  
**REGISTE-SE.**

# CHANNEL MIX

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To reach as many Islanders as possible, the election '22 campaign utilised a wide range of communications channels, including:



# PRINT ADVERTISING & PRODUCTION

# PRINT: JEP ADVERTISING

**Jersey Evening Post** – Front page banner advertising appeared in the JEP, targeting their readership (typically aged 45 +), with reminders of key deadlines to register to vote, the option to postal vote, three ways to vote and a final push to encourage Islanders to vote on Election Day.

Insertions appeared on: 5 May, 24 May, 9 June, 22 June.

Jersey Evening Post local  
Real Housewives of Jersey axed – but star 'has new show'  
Nature with Bob Tompkins  
Has £1 billion loan linked to Jersey firm put Chelsea FC sale in doubt?  
Fundraising force  
Witnesses who 'heard murder accused confess' are 'lying'  
VOTE.JE  
It takes just two minutes to register to vote  
Deadline: 10 May

Jersey Evening Post local  
Jersey WEDDINGS  
Tips and inspiration for your big day  
Drug-cash launderer said she was escort  
Ben's big day  
Lifeboat row reignited as critical report is leaked  
JLA chair says charity is fit to operate immediately  
VOTE.JE  
You can vote by post  
Apply before midday 1 June  
vote.je/postal

Jersey Evening Post local  
FREE INSIDE YOUR JEP  
20 page preview supplement and programme for this weekend's Borelays Jersey Boat Show  
Carer crisis hits Hospital  
1/3 of acute beds taken by patients fit to be sent home – because of a lack of carers  
Operations cancelled amid 'unprecedented bed-blocking'  
Clinicians meet to address crisis  
Park parties to mark Children's Day  
Your Voice Our Future VOTE.  
Postal: Submit your ballot papers by post by 10:00 on 22 June  
Pre-Poll: At Paul's Centre, 52 Water, 15-17 June  
Election Day: At your Polling Station, 22 June  
VOTE.JE

Jersey Evening Post local  
DON'T MISS:  
Live coverage of the election throughout tonight on [www.jerseyeveningpost.com](http://www.jerseyeveningpost.com)  
Results, reaction and analysis in our special election edition tomorrow  
THE FUTURE IS IN YOUR HANDS  
52 Islanders have stepped up hoping to govern Jersey for the next four years, but today the power lies with you.  
Voting is saying what you want – and what you don't – and will help shape the future of our island.  
It's time to vote!  
TODAY, 22 JUNE  
Find your polling station at [Vote.je](http://Vote.je)  
VOTE.JE



# PRINT: OUR ISLAND MAGAZINE

**Our Island Magazine** – A full page advert featured in the April edition of Our Island Magazine (produced and distributed by Media Masters and delivered to all Island households), with a focus on registering to vote and different ways to vote.



**There's no place like home**

At Jersey Mutual, we know that there's no place like home. It's most people's number one place to spend time, with friends and family.

Processing your local council's local authority property tax always been your number one priority for over 150 years and our address is now number one for us too.

We look forward to meeting your current and future Members at our office at One Station Place, just around the corner from Sand Street car park.

If you'd like to meet the team, pop in to see us to discuss cover for your home.

**Jersey Mutual**  
The Power of Better Insurance

Call us on 01534 734246  
or visit us online at [www.jersey-mutual.com](http://www.jersey-mutual.com)

Learn more about us at [www.jersey-mutual.com](http://www.jersey-mutual.com)

**VOTE.JE** Jersey's Official Voting Centre

It takes just **two minutes** to register to vote

On **22 June**, you can vote for the people to represent you for the next four years in the States Assembly.

**Register to vote by 12pm on 10th May:**

- Online:** at [Vote.je/register](http://Vote.je/register)
- By post:** return the form sent to you by your Parish
- In person:** at your Parish Hall

**Twój głos Nasza przyszłość ZARAJESTRUJ SIĘ**

**Your Voice Our Future REGISTER.**

**A Sua Voz O Seu Futuro REGISTRE-SE.**

**YOUR VOICE, Our Future**

**ON 22 June**, you will get to vote for the people who you want to represent your views for the next four years in the States Assembly – Jersey's elected parliament.

**Can I vote?**

Most people are aged 16 or over on 22 June and have been living in Jersey for at least 12 months. You must be a Jersey resident on 22 June. Just a previous period that counts here.

**How do I vote?**

There are three ways to register to vote before 10pm on 10 May. You can do this online by registering by returning the form sent to you by your Parish or in person at your Parish Hall.

**There are THREE ways you can vote:**

- BY POST**
- BY VOTE**
- BY PERSON AT THE POLL**

**BY POST**

Vote by post is available to all Jersey residents who are registered to vote. You can vote by post if you are registered to vote by post, or if you are registered to vote by post and you are a Jersey resident on 22 June. You can vote by post if you are registered to vote by post and you are a Jersey resident on 22 June. You can vote by post if you are registered to vote by post and you are a Jersey resident on 22 June.

**BY VOTE**

Vote by vote is available to all Jersey residents who are registered to vote. You can vote by vote if you are registered to vote by vote, or if you are registered to vote by vote and you are a Jersey resident on 22 June. You can vote by vote if you are registered to vote by vote and you are a Jersey resident on 22 June. You can vote by vote if you are registered to vote by vote and you are a Jersey resident on 22 June.

**BY PERSON AT THE POLL**

Vote by person at the poll is available to all Jersey residents who are registered to vote. You can vote by person at the poll if you are registered to vote by person at the poll, or if you are registered to vote by person at the poll and you are a Jersey resident on 22 June. You can vote by person at the poll if you are registered to vote by person at the poll and you are a Jersey resident on 22 June. You can vote by person at the poll if you are registered to vote by person at the poll and you are a Jersey resident on 22 June.

**DEADLINE: Monday 31 May**

**File your paper tax return**

**Don't forget, your paper tax return must be received by Revenue Jersey by midnight on Monday, 31 May.**

You can also file your tax return online, giving you until 31 July to submit your form.

For more information visit [gov.je/MyTaxReturn](http://gov.je/MyTaxReturn)

**Vote by post**

Available to all Islanders

**VOTE.JE**

**Government dJERRI**

# PRINT: 4-PAGE ISLAND-WIDE LEAFLET

## Elections are Changing Mailshot –

In January '22, a 4-page A4 leaflet explaining how 'Elections are Changing' was delivered to all 40,000 residential households.

The leaflet included details of changes to the electoral system, the importance of voting, how to vote and information about standing for election.

Printed copies and online versions were available in: English, Jèrriais, Portuguese, Polish and French.


Copies were available in key locations such as the Town Library, Citizens Advice, Parish Halls and also distributed via Caritas Jersey, a local charity that provides support to all sections of the community.



# PRINT: REGISTER TO VOTE LETTERS

**Parish 'Register to Vote' letters –**  
In March, Vote.je paid for the printing and distribution of addressed letters from the Parishes to every Island residential address (as required in the Law). The letters featured the names of everyone in the household listed on the electoral register along with details of how anyone not yet registered could do so.

**Postal voting -** A form to apply to postal vote was also included with the letter, for ease of accessing this information by Islanders.

  
Royal Coat of Jersey  
Judicial Greffe

**APPLICATION TO VOTE BY POST**  
Please note you also need to register to vote by 10th May 2022 before completing this form. Visit [vote.je/register](http://vote.je/register)

Elections (Jersey) Law 2002

Please place a tick in the boxes for each election that you would like a postal ballot paper for:

Deputies     Constable

Please print your full names (one form per voter):

TITLE (Mr, Mrs, Miss, Ms): \_\_\_\_\_

FULL NAME(S) (not just initials please): \_\_\_\_\_

SURNAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PARISH: \_\_\_\_\_ POSTCODE: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

If you will be away from home prior to the election and would like your ballot paper(s) sent to another address, please provide all the details below:

ADDRESS: \_\_\_\_\_

PARISH: \_\_\_\_\_ POSTCODE: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
Electoral number (if known): \_\_\_\_\_  
District (if known): \_\_\_\_\_

PLEASE READ THE IMPORTANT NOTICE ON THE REVERSE OF THIS FORM

**VOTE.JE** Jersey's Official  
Voting Guide

Please return your completed, signed form to the Judicial Greffe between 4th April and 12 noon on Wednesday 1st June. Either:

- By emailing (as a PDF) to: [VotingApplications@courts.je](mailto:VotingApplications@courts.je). Please note that JPEGs (photographs) of the form cannot be accepted. You can download a free PDF scanner app through the Google Play Store or on the App Store
- By post to: Mrs Nicola Southouse, Postal & Pre-Poll Voting Manager, Judicial Greffe, Royal Court House, Royal Square, St Helier, JE1 1JG.

Your ballot paper(s) will be sent to you with a prepaid envelope around 28th May (10 days after the election candidates are announced).

Once you have received your ballot papers, the sealed envelope containing the completed ballot papers and other documentation must be returned to the Judicial Greffe by no later than 12 noon on Friday 17th June, 2022, in order for the vote to be included in the count.

**IMPORTANT NOTICE**

If you choose to vote by post you will not be able to receive another ballot paper at the polling station on election day.

Please note that if you change residential address after having applied for a Postal Vote and before the polling date on 22nd June 2022, it is your responsibility to inform the Postal & Pre-Poll Voting Manager at the Judicial Greffe by email to [VotingApplications@courts.je](mailto:VotingApplications@courts.je) or by telephoning 441300 before the 1st June or 441366 thereafter, to ensure that your postal vote reaches you at the correct address.

# PRINT: MANIFESTO BOOKLETS

**Candidate Manifesto Booklets** were distributed to all households via Jersey Post at the end of May/beginning of June.

Each of the nine constituencies for Deputies received a tailored booklet, featuring Deputy and Connétable candidates standing for election, in addition to information on how to vote and where to vote.

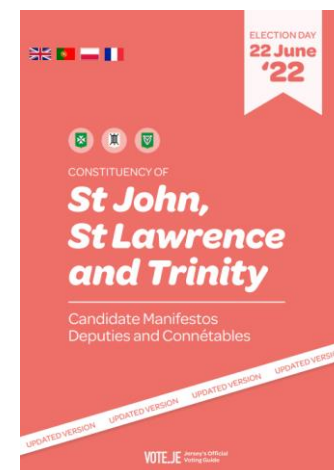
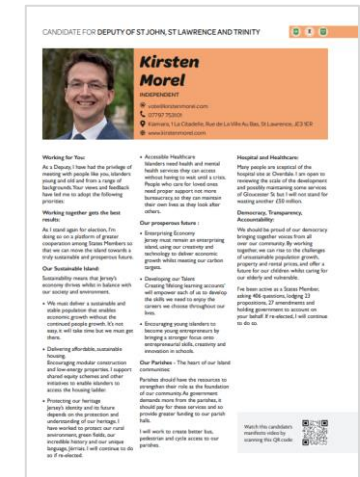
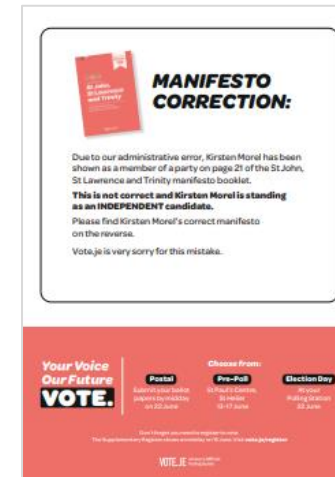
Booklets included translated content in Portuguese, Polish and French.



# PRINT: MANIFESTO BOOKLET CORRECTION

**Manifesto Correction Flyer** – Due to an administrative error, a correction flyer was sent to all households in St John, St Lawrence and Trinity, from 30 May, due to Kirsten Morel being shown as a member of a party rather than as an independent candidate. It included an apology and the updated candidate manifesto. Islanders were also notified of this error via a press notice on Vote.je and via social media.

**Updated St John, St Lawrence and Trinity Manifesto Booklet** – Due to a Jersey Post error in not delivering all manifesto booklets in this constituency, an updated booklet was reprinted and distributed 16-17 June, at the expense of Jersey Post.



**BROADCAST  
MEDIA  
ADVERTISING**

# BROADCAST MEDIA ADVERTISING

**Channel 103** – With over 61% of Islanders tuning in each week, and an audience age range of 25-54, using radio to convey election messages formed an important element of the channel mix.

Two bursts of 30 second commercials ran from 3-10 May and 16-22 June, encouraging Islanders to register to vote and then to vote on Election Day.

Commercials were aired in both English and Portuguese, with Gwyn Garfield-Bennett providing the voiceover for the English commercials and a music track used from the candidate diversity videos, to create consistency across the campaign.

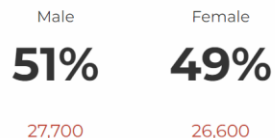
**ITV and BBC Jersey** – ITV would not accept advertising in relation to the election and BBC never accept advertising of any type.

## Listener Demographics

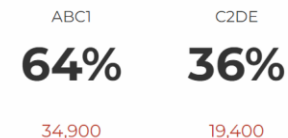
The number and proportion of regular Channel 103 listeners that are:



Gender



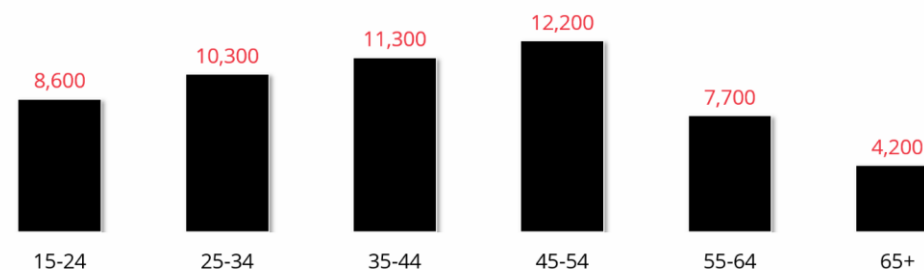
Social Grade



Household's main shoppers



Age



# OUTDOOR MEDIA



# OUTDOOR MEDIA: ROADSIDE BANNERS

**Roadside Banners** – With support from the Parishes, the Town Hall, Town Church, Rouge Bouillon School, Hautlieu School and Springfield Stadium, roadside banners were positioned across the Island, to raise awareness of registering to vote, candidates standing for election, ways to vote; including pre-poll, postal and on Election Day, with [Vote.je](http://Vote.je) being the key call-to-action for further information.

Within St Helier, Portuguese translated banners appeared in key locations such as the Parade, People's Park and Millennium Park.

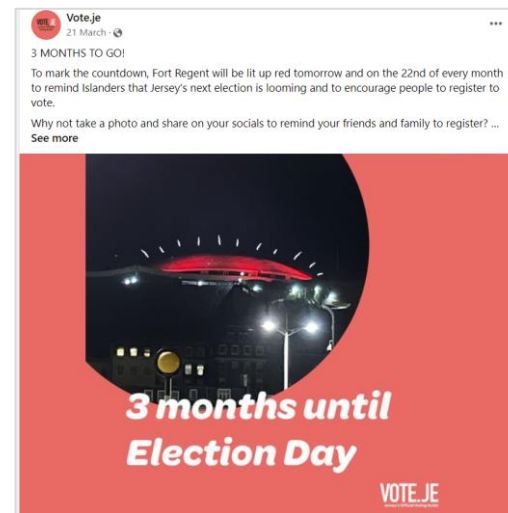


# OUTDOOR MEDIA

**Morier House** – Key election messages featured in the States Greffe Morier House ground floor windows.

**Fort Regent Light Up** – On 22<sup>nd</sup> of each month, from February through to Election Day on 22 June, Fort Regent dome was lit up red to raise awareness and provide a monthly countdown to the election. Promoted on social media.

**Norman’s Countdown Clock** – From 22 May through to 22 June, a Vote.je banner and countdown clock appeared on the Norman’s Building in St Helier.



# OUTDOOR MEDIA

**Outdoor Posters and Digital Screens** - Using the Marketing Bureau outdoor sites, a 13-week campaign (23 March – 22 June) featured the key messages of: ‘it takes just two minutes to register to vote’ and ‘three ways to vote’, in both print and digital formats including:

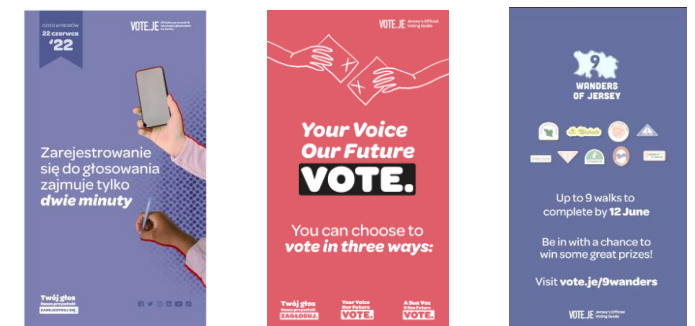
- 10 car park printed poster sites (a mix of A0 and A1)
- 4 digital screens at Charing Cross, Broad Street, Sand Street and Patriotic Street

## States Assembly building digital screens

A host of messages were featured on the digital screens that face out onto the Royal Square.

## Jersey Library & Co-Op supermarkets

Digital screens in the foyer of Jersey Library in St Helier and in Co-Op supermarkets featured a variety of campaign messages.



# OUTDOOR MEDIA: FLOOR STICKERS & FLAGS

'Vote at pre-poll' floor stickers were applied from high footfall parts of town to guide voters to St Paul's Centre for pre-poll.

All Parishes were offered large 'feather flags' to display outside their polling stations to help voters to easily find them.



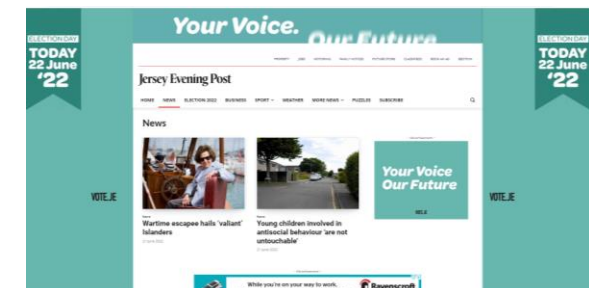
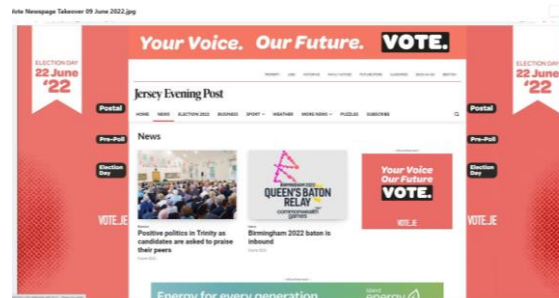
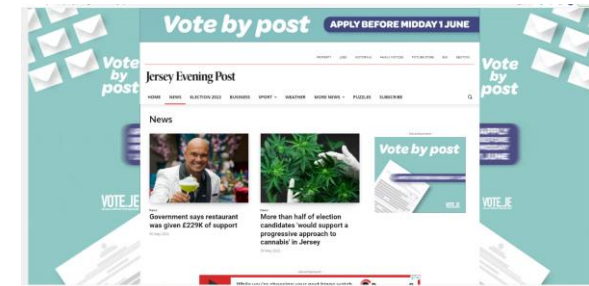
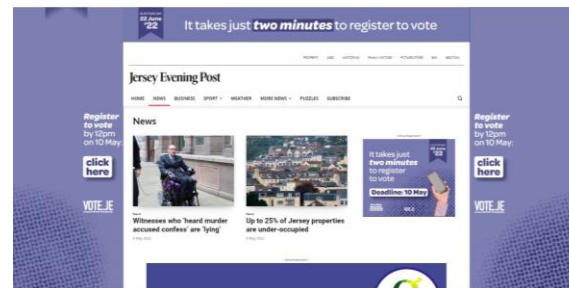
DIGITAL

# DIGITAL MEDIA: JEP ONLINE ADVERTISING

**Jersey Evening Post** – Digital ‘takeover’ adverts appeared on the news page of the JEP online, reaching a younger audience than the JEP in print. The campaign messages focused on were: registering to vote, the option to postal vote, three ways to vote and Election Day – vote!



Adverts appeared on: 5 May, 30 May, 9 June, 22 June and had a very strong click-through rate (CTR) of 0.27% (compared to the national average of 0.07%).

Date	Impressions	Clicks	CTR
05 May 22	29,226	68	0.23%
30 May 22	31,449	65	0.21%
09 Jun 22	24,323	77	0.32%
22 Jun 22	41,741	136	0.33%
Total:	126,739	346	N/A



# DIGITAL MEDIA: BAILIWICK EXPRESS

Digital adverts appeared on the news pages and home page, using a mix of double skyscrapers and top banners. In most cases, a 0.2% click-through rate would be considered a successful campaign. The 'Find Your Candidates' advert reached a 0.2% click-through rate, with all other adverts performing below the target.

Date (w/c)	Ad Format	Advert Views	Click-Throughs	CTR
24 Jan 22	 Top Banner,	194,220	87	0.0%
04 Apr 22	 Double Skyscraper - News Page	145,776	73	0.1%
03 May 22	 Top Banner – Home Page	39,004	24	0.1%
16 May 22	 Top Banner – Home Page	75,115	31	0.0%
23 May 22	 Top Banner – News Page	119,843	151	0.1%
06 Jun 22	 Top Banner – Home Page	41,704	83	0.2%
13 Jun 22	 Top Banner – Home Page	38,646	29	0.1%
20 Jun 22	 Top Banner – Home Page	26,338	34	0.1%

# DIGITAL MEDIA: GOOGLE ADS

**Google Ads** – Display advertising ran from 25 April to 10 May, to encourage Islanders to *register to vote*.

Compared to other paid adverts on social channels, Google Ads have a higher cost per user. As shown below, on average, users were clicking through twice and charges are per click, which drove up the cost per user.



Date	Spend	Impressions	Link Clicks	Link CTR	Link CPC	Users	Cost per user
25/04 – 10/05	£386.97	87,772	507	0.58%	£0.76	270	£1.43



# DIGITAL MEDIA: E-NEWSLETTERS

**E-newsletters:** Online sign-ups were introduced on Vote.je for the 2022 Elections with regular tailored email updates sent to candidates and voters throughout the campaign.

**Subscribers:** Cross channel marketing was used to encourage people to sign-up to the newsletter, including via the Vote.je social channels. By June 2022, 779 voters and 579 potential candidates had subscribed to receive these updates.

**Open rates:** The proportion of subscribers who opened the emails was very high, averaging 60% (range 41 – 71%) compared to the political sector average of 23%.

**Click through rates:** The emails also had strong click through rates, averaging 11.35%, compared to the sector average of 2.37%. The newsletter analytics also allow us to understand which content received the highest click throughs to help with planning for future elections.

The next priority is to accelerate the growth of the subscriber database to reach more voters.



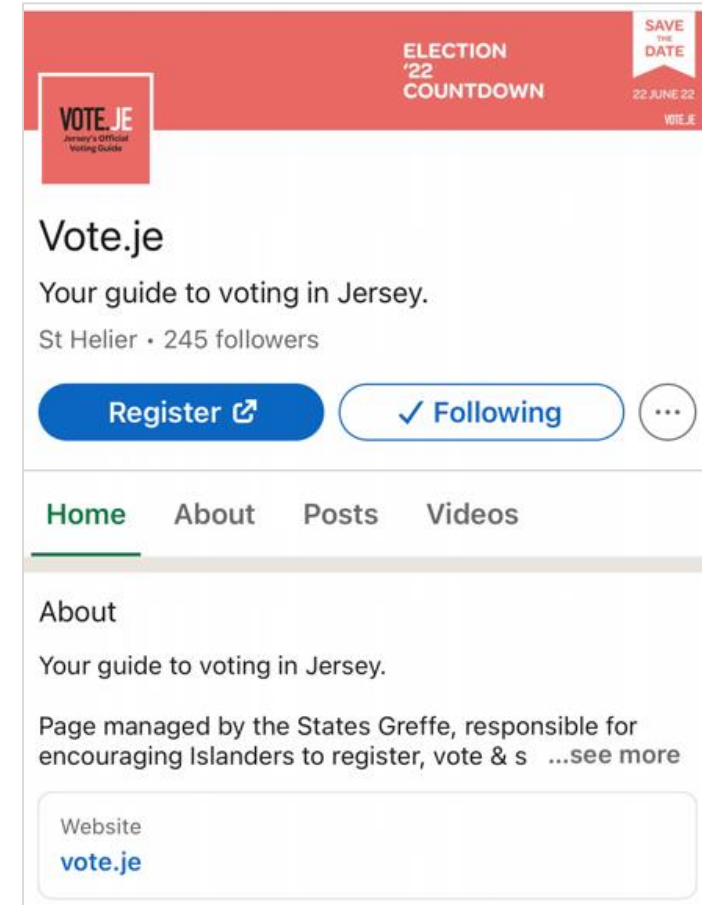
# SOCIAL MEDIA: LINKEDIN

Vote.je launched on LinkedIn in March '22 to increase engagement with Islanders through their professional social media profiles.

As organic growth was slow, building to just 245 followers, a paid-for 'Register to Vote' advert ran between 25 April – 10 May to reach a wider audience. The advert attracted high rates of engagement.

- 16,550 Impressions (number of times content shows up on a screen)
- 4,922 People Reached (number of unique users who view content)
- 267 Engagement (total likes, comments, clicks, shares and new followers divided by impressions)
- 102 Link Clicks (counted when a signed-in member clicks on a post, logo or company name)

The cost per user was the highest of all digital channels (£1.83), which is expected as it is recognised as the most expensive digital platform in our channel mix.



# SOCIAL MEDIA: TWITTER

Twitter was another key channel as it is globally recognised to generate the biggest number of followers to almost all politicians.

The Vote.je Twitter page saw steady growth over the course of the election campaign, with nearly 50,000 profile visits during May-June 2022.

MONTH	Jan	Feb	Mar	Apr	May	Jun
Vote.je Tweets	32	15	13	34	64	91
Impressions	12.3K	10.8K	16.6K	28.3K	85K	67K
Mentions	250	65	113	366	882	879
Retweets	68	105	119	53	74	130
Replies	21	41	87	44	40	36
Likes	133	97	188	160	118	150
Profile visits	3,319	2,017	2,411	5,263	17.6K	32.1K
New Followers	30	29	35	35	67	70
Total Followers	1342	1371	1406	1441	1508	1578



# SOCIAL MEDIA: TWITTER

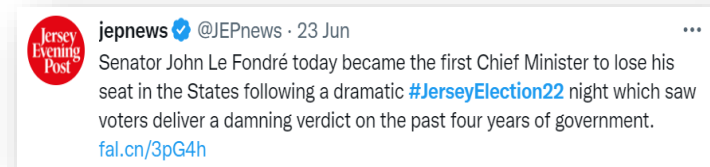
A 'Register to Vote' paid-for campaign activity recorded high engagement and click through rates.

## Between 25 April – 10 May

- 33,705 Impressions (number of times a user is served a tweet in timeline or search results)
- 6,496 People Reached (the number of people who may have seen your Tweet)
- 433 Engagements (Total number of user interactions with Tweets: likes, follows, replies, retweets, etc)
- 130 Link clicks (the number of times someone on Twitter clicks on a link in your Tweet)

## Campaign hashtag: #JerseyElection22


The campaign hashtag was used widely on Twitter in the build up to the election from media, candidates and voters alike. #JerseyElection22 came up 99 times within 'top' tweets, 30 times within 'video' tweets and 98 times used within 'images' tweets.



# SOCIAL MEDIA: TWITTER EXAMPLES

The top performing posts for Twitter included the live events with candidates. Durrell's 'Vote for a Green Future' event 'takeover' was streamed live and received 1,897 views. Some of the other highest performing posts relate to online 'Question Time' events and the announcement of election candidates.


← Tweet

 Vote.je @Voteje

THE NOMINATIONS ARE IN: 93 candidates are standing for election on 22 June.

Of these, 49 will be elected by Islanders to serve as States Members for the next four years.

To see the full list of candidates, along with their manifestos, visit: [vote.je/election-22/ca...](https://vote.je/election-22/ca...)



 Vote.je @Voteje

Just 1 hour to go until the 7 candidates standing for the 4 Deputy roles in St Clement are questioned by you!

Watch live, listen and ask questions to help you decide who to vote for on 22 June.

Join via Zoom at 7pm [▶ bit.ly/39lkOJX](https://bit.ly/39lkOJX)

[#JerseyElection22](https://twitter.com/Voteje)



← Tweet

 Vote.je @Voteje

Vote for a Green Future



  Vote.je · 1,897 viewers 10:10 / 2:51:07  

 Vote.je @Voteje

Vote for a Green Future

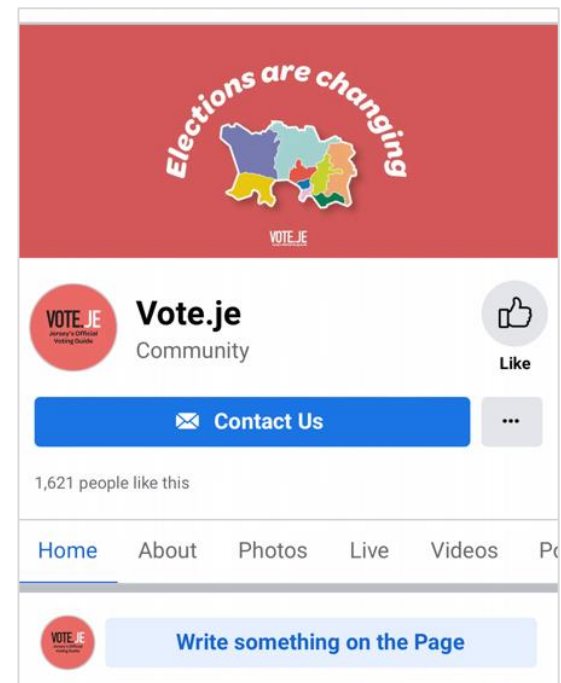
# SOCIAL MEDIA: FACEBOOK

With 80,600 Jersey-based Facebook users (as at January 2022), it was an important channel for the election campaign.

The analytics below are taken between **January – June** and include paid activity at key points

- Engagement with content was very high, averaging 6.13, where anything over 1% is generally considered good on Facebook
- Follower numbers rose steadily, increasing by 12% over the six month period

MONTH	Jan	Feb	Mar	Apr	May	Jun
Reach	4,560	15,418	20,705	20,243	32,499	19,366
Impressions	9,219	48,008	113,447	98,864	291,180	58,940
Engagement Rate	2.83	5.54	5.77	7.68	6.64	8.36
Average Engagement per post	3.66%	7.9%	10.46%	11.61%	15.12%	12.97%
Followers	1,453	1,460	1,484	1,516	1,564	1,621



# SOCIAL MEDIA: FACEBOOK

Sponsored posts, in multiple languages, were published between **25 April – 10 May**, as part of the 'Register to Vote' phase of the campaign. Across all posts during this period, there were:

- 165,673 Impressions (number of times any content from your Page or about your Page entered a person's screen)
- 14,524 People Reached (number of people who saw any content from your Page)
- 254 Engagements (any action someone takes on your Facebook Page or one of your posts, likes, comments, shares)
- 239 Link clicks (number of clicks on links within the ad that led to destinations)

Facebook delivered high levels of impressions (awareness) with 165,673.

The cost per engagement was low compared to other digital channels, at £0.94 per user.

*For example in comparison to LinkedIn, which had a cost per user of £1.83.*



# SOCIAL MEDIA: FACEBOOK SUCCESSES

Videos we created featuring Islanders sharing their views on diversity in the States Assembly were our highest performing content on Facebook:



2.1K video views | 1.9K people reached | 26 reactions



2.5K video views | 7.1K people reached | 51 reactions



# SOCIAL MEDIA: INSTAGRAM

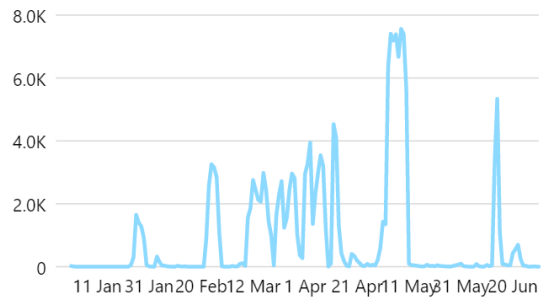
Over 70% of Instagram users are aged under 35, making it a great channel for reaching a younger demographic.

Between January and June, the Vote.je Instagram audience grew by 80%, and content reached over 25,000 users through a mix of organic and paid-for activity.

Engagement - was lower than on other vote.je digital channels, however as organic posts can't link out directly, this is always a challenge with Instagram.

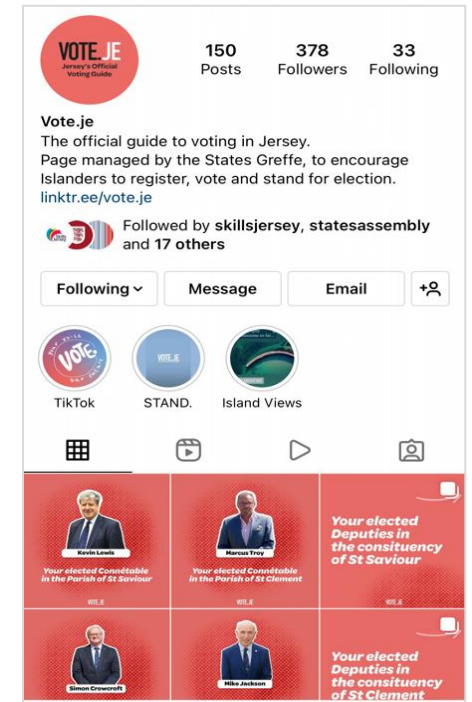
Instagram reach ⓘ

25,868 ↑ 83.8%



The 'Register to vote' paid activity between **25 April - 10 May** generated the following results:

- 53,685 Impressions (number of times your post, story, or ad is displayed to users)
- 12,312 People reached (how many unique users are served your content every day)
- 67 Engagements (number of likes and comments)
- 54 Link Clicks (number of clicks to ad destination)



# SOCIAL MEDIA: INSTAGRAM EXAMPLES

The diversity videos were also amongst the top performing content on Instagram. As an image-led platform we found that the static posts with photos of people also received higher engagement than designed graphics.



386 views | 371 reach



146 reach | 11 reactions

# SOCIAL MEDIA: YOUTUBE EXAMPLES

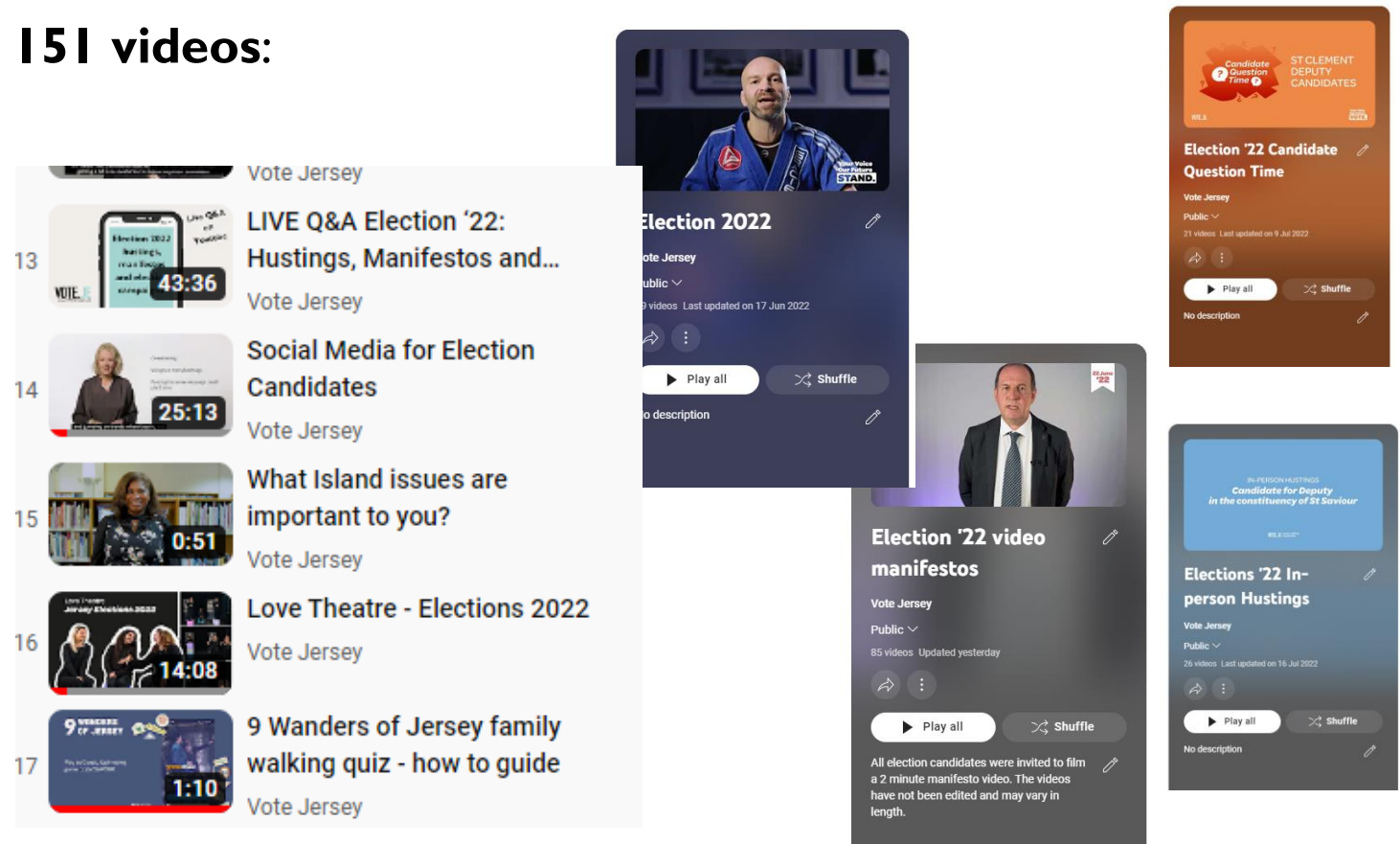
With over 2.5 billion monthly active users, YouTube is the second largest social media platform in the world, so naturally this was a key channel in driving awareness, engagement and reach throughout the election campaign.

**Between January – June 22, we published 151 videos:**

- 85: Candidate Manifesto videos
- 21: Candidate Question Time videos
- 26: Hustings videos
- 19: Election 22 related videos

Some of the video content includes:

- Live events
- Q&A's
- Love Theatre production
- Explainer animations
- Candidate resources
- Diversity campaign



# SOCIAL MEDIA: YOUTUBE

Between January – June the Vote.je YouTube channels subscriber number grew by 136% from 117 to 277.

MONTH	Jan	Feb	Mar	Apr	May	June
Total views	213	377	415	335	4,249	31,928
Watch time (hours)	9.33	17.1	14.72	13.37	693.55	2,764.8
Average view duration (mins)	2:47	2:50	2:15	2:31	9:49	5:11
Average view percentage	11.3%	10.3%	9.2%	10.3%	12.4%	15.11%

The screenshot shows the YouTube channel page for 'Vote Jersey' with 277 subscribers. The channel banner features the 'VOTE.JE Jersey's Official Voting Guide' logo. Below the banner, there are navigation tabs for HOME, VIDEOS, PLAYLISTS, CHANNELS, and ABOUT. A featured video is displayed with the title 'Is the diversity of candidates standing for election important to you?' and 1,003 views. Below this, a section titled 'Your top content in this period' lists four videos with their respective view counts and average view durations.

Content	Average view duration	Views
1 Election '22 Hustings: Candidate for Deput... 27 May 2022	18:16 (14.8%)	1,100
2 Is the diversity of candidates standing for ... 10 Mar 2022	0:43 (44.7%)	972
3 Candidate Question Time: St Clement Dep... 25 May 2022	15:43 (13.3%)	918
4 Election '22 Hustings: Candidates for Conn... 7 Jun 2022	9:49 (15.7%)	743

# SOCIAL MEDIA: YOUTUBE TOP PERFORMERS



## Hustings for Deputy of St Saviour

- 5.9K Impressions (number of times thumbnail shown to viewers on YouTube)
- 8% Impressions CTR (how often viewers watched a video after seeing thumbnail)
- 1.1K Views
- 339.2 hours watched



## Candidate Question Time: St Clement

- 5.3K Impressions (number of times thumbnail shown to viewers on YouTube)
- 5.7% Impressions CTR (how often viewers watched a video after seeing thumbnail)
- 973 Views
- 244.3 hours Watch time

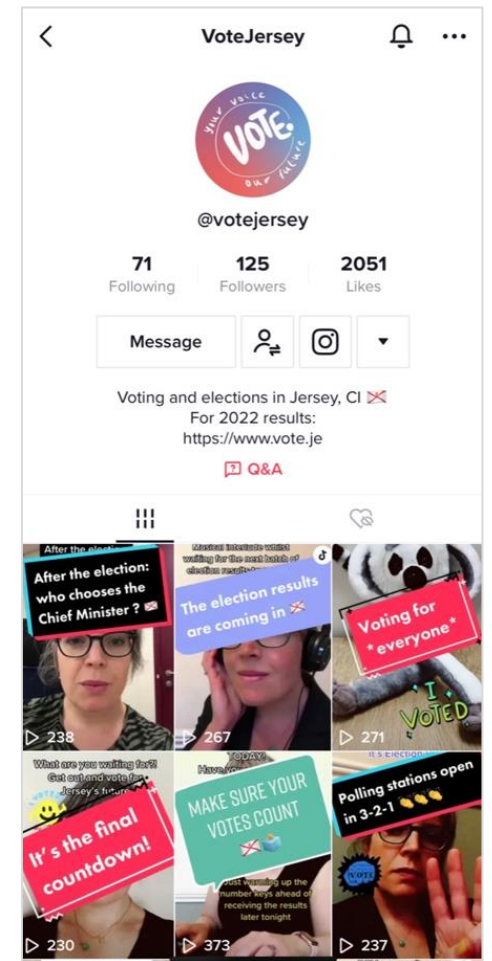
# SOCIAL MEDIA: TIKTOK (NEW)

With over one billion monthly users, 41% of whom are aged 16-24 years old, Vote.je launched on TikTok on 1 April 22 to **increase engagement with younger voters.**

By 15 May 2022 the channel had achieved 75 followers and clocked up over 1,000 likes.

## Stats as at 2 August 22:

- **125 followers** (51.2% female / 48.8% male) and **2,065 likes**
- 86% of followers' location shows as UK, 10% US and 2% Jersey (UK may include Jersey residents, as TikTok bases location on the users' device settings which may not be as specific as Jersey)
- Most viewed video 1,900+ views
- Most liked video 142 likes



# SOCIAL MEDIA: TIKTOK (continued)

## Content included:

- Voter registration deadlines
- How to register to vote
- Explanations of aspects of Jersey's political system
- Voting facts and voting myths e.g. you don't have to be born in Jersey to vote in Jersey
- Answering questions from Jersey school students
- Signposting Tiktok users to Vote.je for further information

Videos generally performed better when posted at the weekend.

Posts on Monday and Tuesdays tended to get fewer views and likes.



# SOCIAL MEDIA: TIKTOK (continued)

In most cases, videos were posted with a standard set of **hashtags**, such as:

#votejersey

#YourVoiceOurFuture

#JerseyElection22

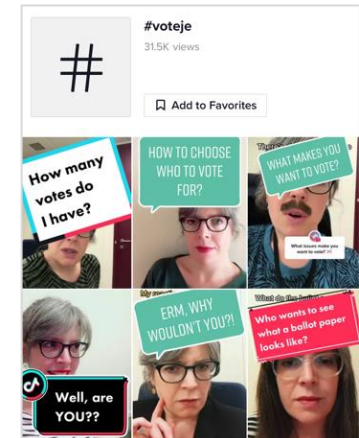
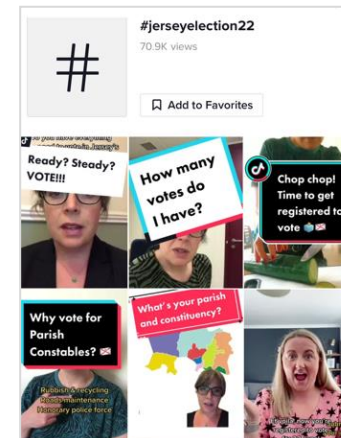
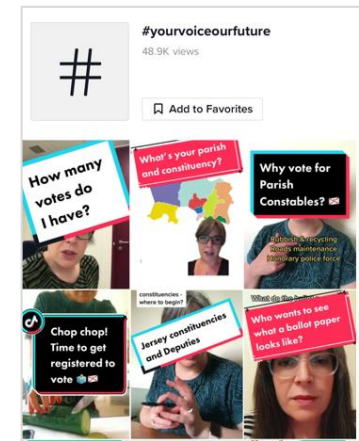
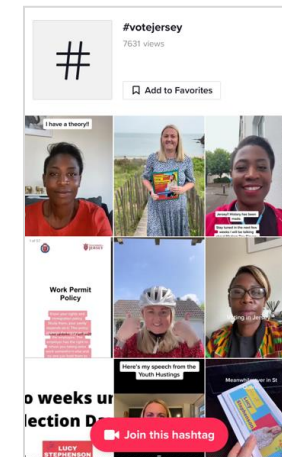
#jerseychannelislands

#JerseyElection22 saw the most engagement. Other TikTok users (including election candidates) added this hashtag to their own videos and it currently has 70.9k views on TikTok.

#YourVoiceOurFuture – 48.9k views

#Voteje – 31.5 views

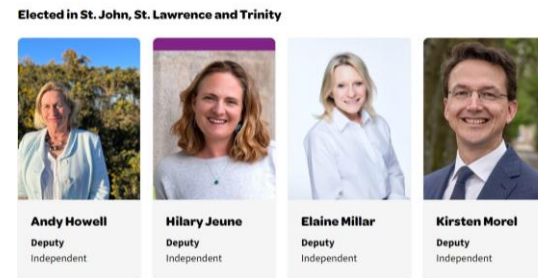
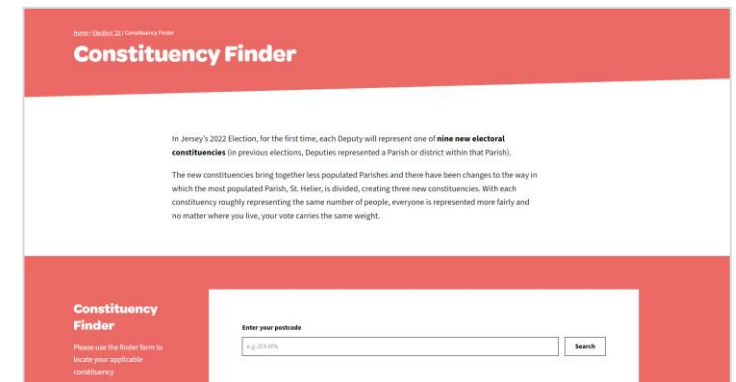
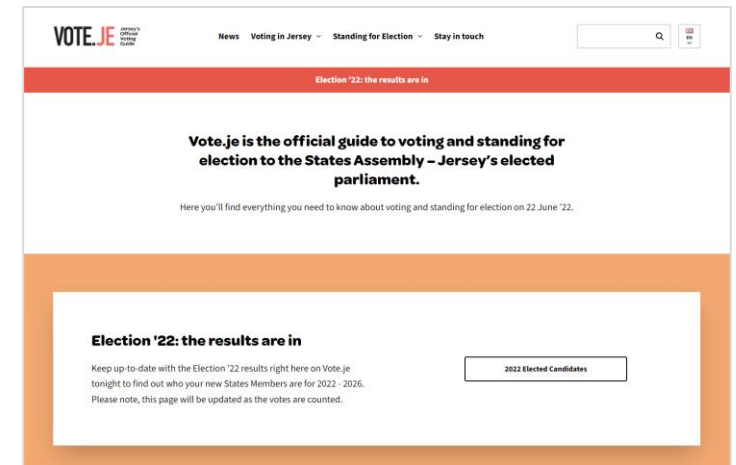
Other TikTok users also used the hashtag #votejersey, which currently has 7,631 views.





# WEBSITE: VOTE.JE

- The Vote.je website was redeveloped by a local agency and launched in May to deliver enhanced navigation, mobile optimisation, security, stability and overall functionality
- Vote.je now operates on an easy to use component structure, allowing for videos and images to be inserted freely to break-up the content on the page(s)
- To support the introduction of the new constituencies for the election of Deputies, a constituency finder was developed to allow Islanders to enter their postcode and find the constituency, candidates, polling station and (post-election) the results



# WEBSITE – VOTE.JE

## Monthly statistics for Vote.je website between January – June 2022

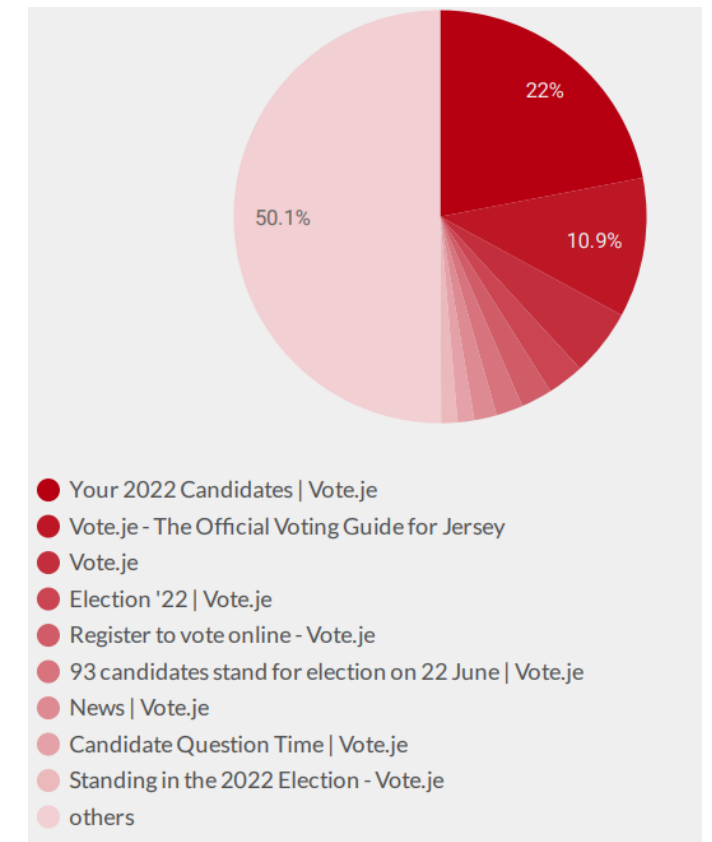
MONTH	Jan	Feb	Mar	Apr	May	Jun	Total
Total visits	4,045	2,858	4,349	7,379	38,085	55,530	112,246
Unique visitors	3,076	2,055	3,019	5,210	21,106	27,658	62,124
Page views	14,013	9,697	15,492	25,674	170,941	234,276	470,093
Bounce rate	33.82%	40.13%	38.15%	31.8%	36.37%	37.45%	N/A

- *Total visits: the number of times a user or unique user comes to website*
- *Unique visits: the number of unduplicated (counted only once) visitors to your website over the course of a specified time period*
- *Page view: (or pageview hit, page tracking hit) is an instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed*
- *Bounce rate refers to the amount of time a person spends on a website, a high bounce rate means the session is short, whereas a low bounce rate means visitors are engaging with the site. As a rule of thumb, anything between 26 – 40% is a good benchmark*

# WEBSITE – VOTE.JE

Please find a breakdown of the top performing web pages between January - June:

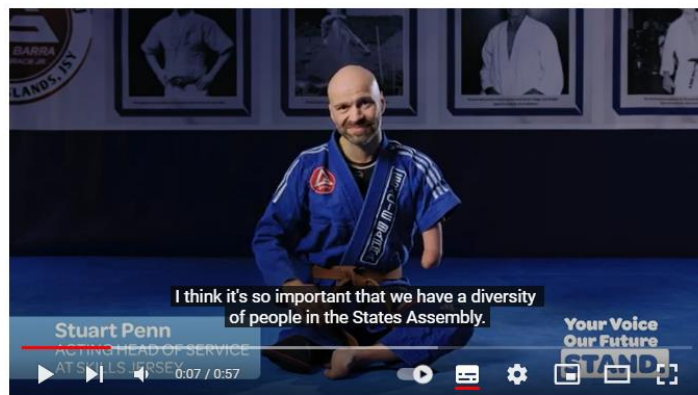
<b>Vote.je homepage</b>	<b>86,959</b>
/election-22.candidates/	34,486
/election-22/	14,116
/election-22/district-finder/	13,707
/election-22/elected-candidates/	13,702
/changes-to-the-electoral-system/	8,425
/voting-in-jersey/how-to-vote	7,769
/standing-in-the-2022-general-election/	6,296
/news	5,896



# DIGITAL: VIDEO CONTENT

To encourage a diversity of candidates to stand for election, an eight-part video series captured Islanders of different ages, genders, ethnicities, abilities and interests speaking about why they believed it to be important for the States Assembly to reflect the diversity of people living in Jersey.

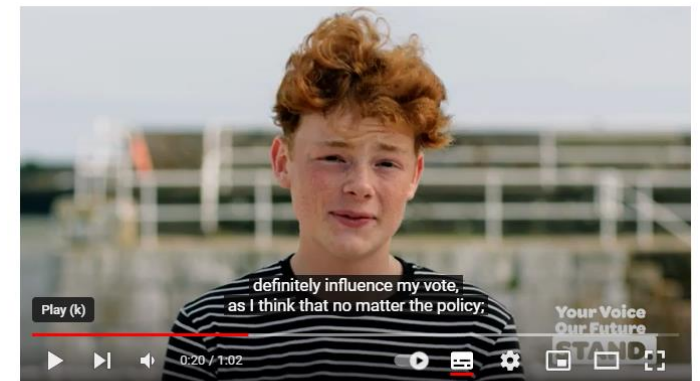
The videos were launched on YouTube, receiving over 1,200 views, and shares across the Vote.je social media channels.



Are you considering standing for election?



What Island issues are important to you?

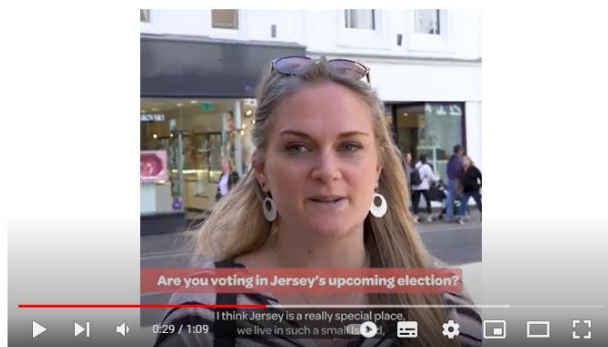


What would make you want to vote in the election on 22 June?

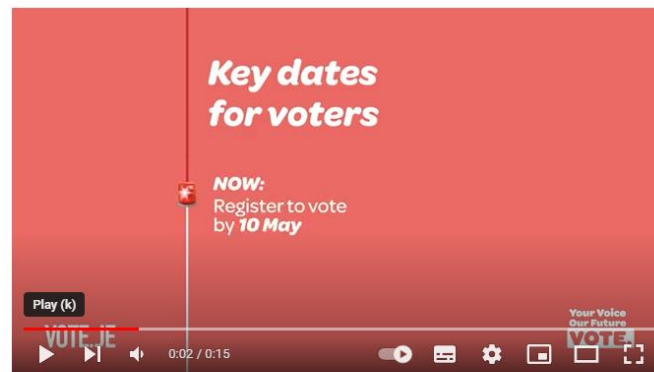
# DIGITAL: VIDEO CONTENT

Vox pops saw Islanders in St Helier town centre questioned on what Island issues were of particular importance to them and on whether or not they were choosing to vote, encouraging them to make the link between the two.

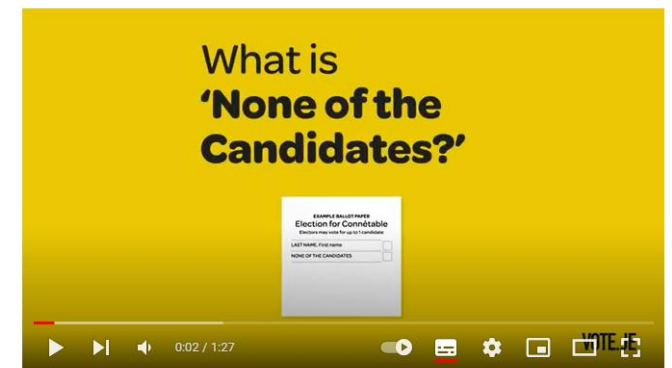
Animated video content was created as an educational tool for voters, including a timeline of key dates leading up to the election and an explanatory video on how the new 'None of the Candidates' option worked, so that Islanders knew what to expect when casting their vote.



Are you voting in Jersey's next election on 22 June 22?



Key dates for voters - register!



What is 'None of the Candidates?'


# DIGITAL: CANDIDATE VIDEOS

Each candidate was offered the opportunity to be filmed for up to two minutes delivering their manifesto. These videos were produced in-house by the Digital and Public Engagement Team, subtitled and shared on Vote.je and YouTube, with QR codes linking to the candidate's videos also included on their individual pages of the manifesto booklets.

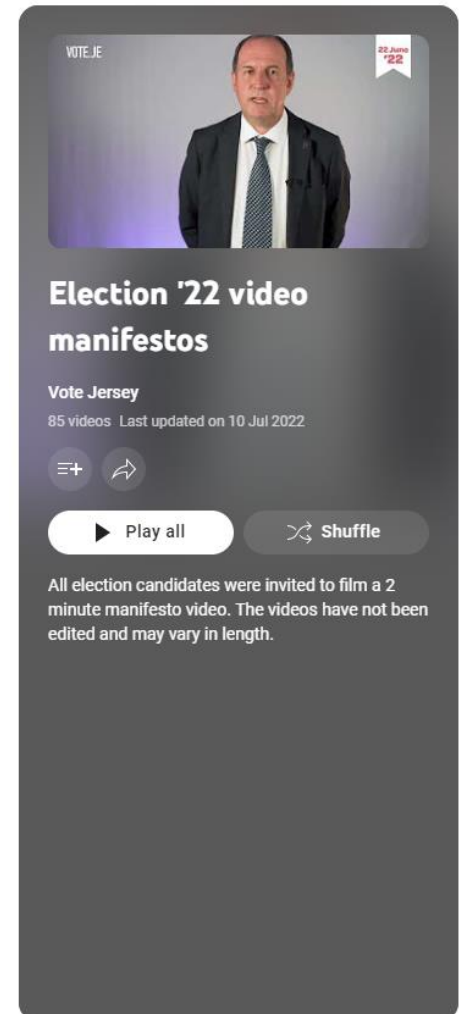
As of 25 October 2022 there had been 21,510 views across the 85 videos with the most viewed video receiving 545 views.

Election '22 video manifestos ▶ Play all

All election candidates were invited to film a 2 minute manifesto video. The videos have not been edited and may vary in length.



Candidate	Video Title	Views	Duration
Steve Ahier	Steve Ahier: Election 2022 Manifesto	512 views	2:00
Carina Alves	Carina Alves: Election 2022 Manifesto	219 views	2:03
John Baker	John Baker: Election 2022 Manifesto	191 views	2:11
Jonathan Channing	Jonathan Channing: Election 2022 Manifesto	429 views	2:12
Philip Bailhache	Philip Bailhache: Election 2022 Manifesto	405 views	1:48
Simon Crowcroft	Simon Crowcroft: Election 2022 Manifesto	324 views	2:05



**Election '22 video manifestos**

Vote Jersey  
85 videos · Last updated on 10 Jul 2022

▶ Play all    🔀 Shuffle

All election candidates were invited to film a 2 minute manifesto video. The videos have not been edited and may vary in length.

# DIGITAL: PARTNER CHANNELS

During the Election campaign, we reached out to a wide range of organisations for help cascading information about the Election. Examples of partners who shared Vote.je content with their communities are:

- **Jersey Library** - digital screens and weekly e-newsletter
- **GoJ Customer and Local Services** - weekly community update email to the voluntary and community sector
- **IoD Jersey** - sharing of Vote.je content on social channels
- **Caritas Jersey** - sharing of content via email and social channels
- **Citizens Advice Jersey** - sharing of 'Elections are Changing' content



PUBLIC  
RELATIONS  
(PR)



# PR: APPROACH

In addition to sending regular press notices, the Digital and Public Engagement Team were in regular contact with local journalists to answer questions and provide updates on important information, particularly relating to the changes to the electoral system.

This approach delivered a wealth of editorial coverage and helped to improve the accuracy of content being absorbed by Islanders.



# PR: PRESS NOTICES x 26

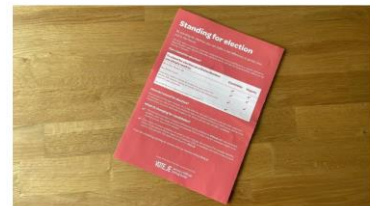
DATE	SUBJECT	DATE	SUBJECT
Sep 21	Democracy Week and Island Views Competition	18 May	93 candidates stand for election on 22 June
Nov 21	New Resources for Election Candidates	19 May	Communication and Candidate Events - JEA Advice
26 Jan 22	Launch of Election 22 Campaign	20 May	Brand new 'Question Time' events for Election 22 candidates
18 Feb	Candidate Election Expenses (JEA)	27 May	Islanders quiz election candidates online
21 Feb	New Resources for Election Candidates	30 May	Postal voting application deadline this week
15 Mar	Under 100 days until the election	30 May	Correction to manifesto booklets
25 Mar	New nomination form and process for election candidates	10 Jun	Mark Baker withdraws as election candidate
4 Apr	Election 22 Candidate Forum	14 Jun	Countdown to Election - your questions answered
7 Apr	9 Wanders of Jersey constituency quiz	14 Jun	JEA Reminder: Code of Conduct
22 Apr	Get ready to vote by post	16 Jun	Update regarding manifesto booklets
5 May	Engaging young voters through theatre in education	21 Jun	Final spending limits
5 May	Nomination period is next week: Election candidates encouraged to come forward	21 Jun	Election Day - results and registered voters
6 May	Four days to go until registration closes	21 Jun	Jersey Post urges households to check their constituency

# PR: BBC JERSEY ONLINE EDITORIAL

## Example editorial coverage of the election campaign by the BBC.

### Jersey islanders encouraged to stand for 2022 election

© 24 January



Candidates who choose to stand for election will need a proposer and nine other supporters, who are entitled to vote, to nominate them.

A five-month campaign has been launched to encourage islanders in Jersey to stand for this year's election.

Leaflets have been delivered to all households with details on how to vote, register and how to stand for election.

Several changes have been made to the electoral process, including the

### Jersey election 2022: Postal voting application deadline looms

© 30 May



People in Jersey who are not yet registered to vote are being urged to do so before it is too late.

Islanders have until 12:00 BST on Wednesday to apply for postal voting ahead of the Jersey general election on 22 June.

Postal voting is open to people already on the main electoral register.

"This is the first time all islanders, whether on or off-island, have had the option to vote by post," said Jenny O'Brien, head of digital and public engagement for the government.

### Jersey elections: Independent observers to oversee vote

© 22 May



Observers from across the Commonwealth will visit Jersey to observe its upcoming elections.

An independent electoral observation mission will be carried out for the 2022 Jersey elections.

The Commonwealth Parliamentary Association (CPA) British Islands and Mediterranean Region will observe the "significant amendments" to Jersey's electoral system.

### Jersey Election 2022: What has changed with voting

By Freddie Hillier

BBC Jersey

© 20 June



People in Jersey will be heading to the polls on 22 June 2022 to elect the island's next States Assembly.

While there will continue to be 49 politicians in the Crown Dependency's parliament, the way in which many are elected will be different.

### Jersey election postal voters urged to register

© 7 May



People can vote by post at a time that is convenient to them.

People hoping to vote by post in the Jersey elections next month are being urged to register, with the deadline approaching.

Postal voters have until midday on Tuesday 10 May to add their name to the list.

It is the first time postal voting has been available for elections in Jersey.

### Pre-poll station opens ahead of Jersey elections

© 13 June



Islanders can vote a week ahead of election day if they registered to pre-vote.

A pre-poll voting station has opened in St Helier a week before the Jersey elections.

Voters from any parish can vote at St Paul's centre between 08:30 and 17:00 BST on Monday 13 to Thursday 16, and until 16:00 on Friday 17 June.

# PR: JEP EDITORIAL

Example editorial coverage of the election campaign by the JEP.

This screenshot shows the top portion of the Jersey Evening Post website. The main headline is "No more unopposed election candidates?". Below the headline is a large image of a person's hand putting a ballot into a box. The navigation menu includes links for HOME, NEWS, BUSINESS, SPORT, MORE NEWS, WEATHER, PUZZLES, COMPETITIONS, and SUBSCRIBE. A search bar is located in the top right corner.

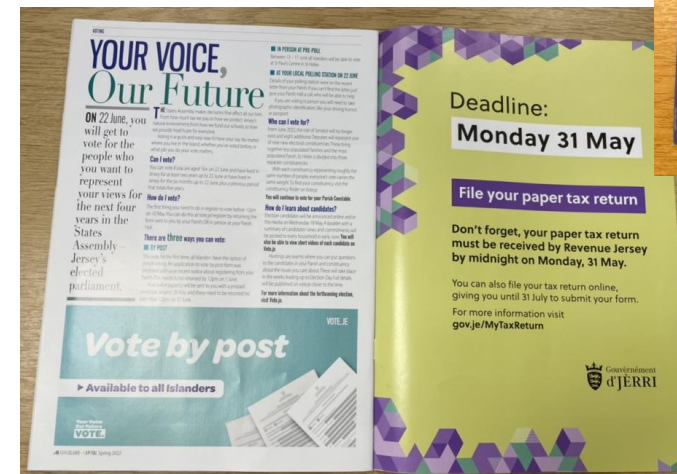
This screenshot shows a full-page view of an article on the Jersey Evening Post website. The headline is "ELECTION 2022: Full list of polling stations – and the new election format explained". The article features a large image of a hand putting a ballot into a box. The layout includes a navigation menu at the top, a "Latest Stories" section on the right, and social media sharing options. The article text is partially visible, starting with "Conservation group says French fishing licences 'must protect marine environment' after minister extends expiry date for negotiations".

This screenshot shows a "LIVE" banner for the "Election 2022" on the Jersey Evening Post website. The banner has a red background with the text "ELECTION 2022 LIVE" in white and a green ballot box with a hand putting a ballot in. To the right of the banner is a "Latest Stories" section with several news items, including "Conservation group says French fishing licences 'must protect marine environment' after minister extends expiry date for negotiations" and "Jersey Met issues yellow tide warning".

# PR: OUR ISLAND & GROUVILLE GAZETTE

**Our Island Magazine** – A page of editorial and a campaign graphic featured in the April edition of Our Island Magazine (produced and distributed by Media Masters and delivered to all Island households), with a focus on registering to vote and different ways to vote.

**Grouville Gazette** – Editorial and graphics were supplied for the June edition, as requested by the publisher, with a focus on the different ways to vote. The Gazette was distributed to all Grouville households.



# PR: BAILWICK EDITORIAL

Example editorial coverage of the election campaign by Bailiwick Express.

**Jersey News**



### Fort dome to go red for the General Election

Wednesday 16 March 2022

**Got something to say?**  
We're always happy to receive fresh perspectives on island life from local writers. If you would like to write a letter to the editor for publication or publish an opinion piece then please email us at editor@bailiwickexpress.com

**BAILWICK EXPRESS**  
Levy La Bouteiller, Talent Work Experience

Lighting the Fort Regent dome in red is one of the tactics being used by the government this year to try and encourage people to get out and vote in the forthcoming General Election.

Jersey goes to the polls on 22 June, and to remind islanders to cast their votes, the dome will be lit up on the 22nd of March and April, and then for a week in the run-up to election day.

Next Stories

**Jersey News**



### Last chance to get a postal vote

Tuesday 31 May 2022

**Got something to say?**  
We're always happy to receive fresh perspectives on island life from local writers. If you would like to write a letter to the editor for publication or publish an opinion piece then please email us at editor@bailiwickexpress.com

**BAILWICK EXPRESS** Bailiwick Express News Team

It's the last chance for anyone unable to make it to the polling booth to register for a postal vote.

People on the main electoral register have until 12 noon tomorrow (Wednesday 1 June) to apply for postal voting ahead of the election on 22 June.

"This is the first time that all islanders, whether on or off-island, have had the option to vote by post," explained Jenny O'Brien, Head of Digital and Public

Next Stories

**Jersey News**



### FOCUS: Will it be time to party on 22 June?

Friday 20 May 2022

**Got something to say?**  
We're always happy to receive fresh perspectives on island life from local writers. If you would like to write a letter to the editor for publication or publish an opinion piece then please email us at editor@bailiwickexpress.com

**BAILWICK EXPRESS**  
Julien Morel, Reporter.

The 22 June election is the first multi-party election for some time, although parties are nothing new in Jersey, with Magots facing Charlots in the 18th and 19th century.

And in the post-war years, the Jersey Democratic Movement faced the Jersey Progressive Party, adopting political adjectives in their titles that are not dissimilar to today's party names.

Next Stories

**Jersey News**



### PLAY: Can you find all the departing politicians?

Friday 20 May 2022

**Got something to say?**  
We're always happy to receive fresh perspectives on island life from local writers. If you would like to write a letter to the editor for publication or publish an opinion piece then please email us at editor@bailiwickexpress.com

**BAILWICK EXPRESS** Quizmaster. Crosswords and Puzzles.

This week, we learnt that 93 islanders are standing for election... but also that we'll be waving goodbye to 12 familiar faces. Can you find them all in our word search?

Hint: you're looking for the surnames of two Senators, three Constables, and seven Deputies.

Next Stories

# PR: CHANNEL 103 ONLINE EDITORIAL

Example editorial coverage of the election campaign by Channel 103.

## Full List Of Election Candidates Revealed

News Home More from Jersey News

Wednesday, May 18th, 2022 4:25pm



We now know the full list of who is standing for election in Jersey next month.

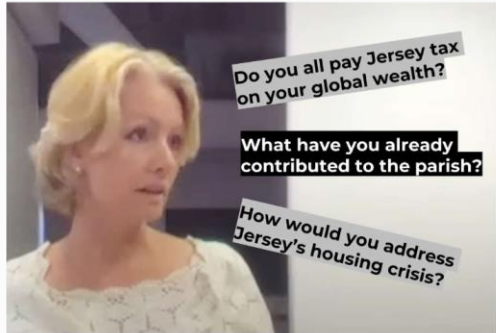
A total of 92 candidates are hoping to form the next States Assembly.

Voters go to the polls on Wednesday 22 June to choose 37 Deputies across nine constituencies and 12 parish Constables.

## Candidates Face Constituents' Questions

News Home More from Jersey News

Thursday, May 26th, 2022 11:00am



Candidates have been answering questions from islanders


Islanders hoping to serve as Jersey's next States Members are being quizzed in a series of Candidate Question Time events.

They are being hosted by broadcaster Gwyn Garfield-Bennett, with constituents invited to put their questions to the election hopefuls via Zoom.

## Midday Deadline To Register To Vote

News Home More from Jersey News

Tuesday, May 10th, 2022 8:45am



Islanders who want to vote in Jersey's upcoming general election by post or pre-poll have to register by 12pm today.

2022 is the first year [all islanders are eligible to opt-in to vote by post](#). At previous elections, only people who were away from the island or unable to get to a polling station because of medical reasons were able to.

## Pre-Poll Voting Opens In Jersey's Elections

News Home More from Jersey News

Monday, June 13th, 2022 9:13am



Islanders wanting to vote early and in-person in Jersey's general election can do so at St Paul's Centre.

Voters who have decided who they want as the Deputies and parish Constable can cast their ballot at the island's Pre-Poll Station.

It is open at St Paul's Centre in St-Helier from 8.30am -5pm Monday to Thursday and closes at 4pm on Friday.

# PR: ITV ONLINE EDITORIAL

## Islanders encouraged to 'wander' round Jersey to learn new election districts

CHANNEL | POLITICS | JERSEY | JERSEY ELECTION 2022 | Monday 11 April 2022 at 5:53pm



Islanders are encouraged to take part in a new walking quiz to learn about the new electoral constituencies in Jersey. Credit: ITV Channel TV.

A walking quiz will begin in Jersey today (11 April) to help islanders become familiar with the new election districts.

## Calls for more diverse candidates to stand in Jersey's election

CHANNEL | JERSEY | JERSEY ELECTION 2022 | Tuesday 25 January 2022 at 9:43pm



• Video report by Caroline Lewis

There are calls for more diverse candidates to stand in Jersey's upcoming elections.

In the last election 14 roles stood unopposed, including 11 of the 12 Constables meaning almost all of them were automatically elected without a vote.

Senator Kristina Moore says the States Assembly should reflect our community and is calling for people to put themselves forward.

## Jersey election candidates to be quizzed at 'Question Time' events

CHANNEL | POLITICS | JERSEY ELECTION 2022 | JERSEY | Monday 23 May 2022 at 1:50pm



Credit: ITV Channel TV

Candidates standing for election in Jersey will be quizzed by voters at online 'Question Time' events.

The 21 events will be livestreamed online with islanders able to submit questions to candidates to help them decide how to cast their ballots.

All 93 candidates for Deputy and Constable have been invited to join, including those in areas where 'none of the above' will be appearing on ballot slips.

INSIGHT

## More St Helier residents encouraged to vote in Jersey's election

CHANNEL | POLITICS | JERSEY ELECTION 2022 | JERSEY | Monday 9 May 2022 at 5:35pm



• Video report by ITV Channel's Louisa Britton

There are calls for greater voter engagement in St Helier, where traditionally fewer islanders turn out on election day.

## Candidates confirmed for Jersey Election 2022

CHANNEL | POLITICS | JERSEY | JERSEY ELECTION 2022 | Thursday 19 May 2022 at 10:18am



93 candidates will be contesting 49 seats at this year's election, which takes place on Wednesday 22 June. Credit: PA Images

The full list of candidates for Jersey's 2022 elections has been confirmed.

93 candidates will be contesting the chamber's 49 seats at this year's vote, which takes place on Wednesday 22 June.

• You can see the full list of candidates [here](#).

## Only days to go to register to vote in Jersey's election

CHANNEL | POLITICS | JERSEY | JERSEY ELECTION 2022 | Saturday 7 May 2022 at 2:50pm



The deadline to be on the main electoral register for the island-wide election on 22 June closes at 12pm on Tuesday 10 May. Credit: Government of Jersey

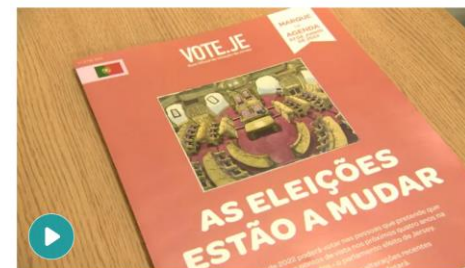
The deadline to be on the main electoral register for the island-wide election on 22 June closes in a few days, at 12pm on Tuesday 10 May. This year, all islanders registered by this date can vote by post for the first time in Jersey's history or at pre-poll.

The Vote je team have been in town this week to answer election related questions and remind islanders that the deadline for registration is fast approaching. They will be there again on Tuesday morning (10 May) for the final few hours before the register closes and later in the month to help islanders apply to vote by

INSIGHT

## Efforts to boost Portuguese voter turnout in Jersey election

CHANNEL | POLITICS | JERSEY | JERSEY ELECTION 2022 | Tuesday 3 May 2022 at 8:05pm



• Report by ITV Channel's Jess Dunsdon

Efforts are being made to boost voter turnout among Jersey's Portuguese community at this year's election on 22 June.

INSIGHT

## More young people urged to vote after just one third say they took part in Jersey's last election

CHANNEL | POLITICS | JERSEY ELECTION 2022 | JERSEY | Monday 9 May 2022 at 4:40pm



• Video report by ITV Channel's Jess Dunsdon

Work is underway to boost the number of young voters at this year's June election.



# PR: BROADCAST MEDIA COVERAGE

**Interviews with ITV, BBC Jersey and Channel 103FM** – several interviews took place with members of the Digital and Public Engagement team during the Election Campaign, which helped to secure airtime for election messages.

Questions asked by interviewers included:

- What do you feel are the key driving factors for voter apathy across the board?
- Although you've made some efforts for this election - recognition that this is an endemic, cultural problem – what are you doing longer term to change this culture of apathy?
- Why is Guernsey better than us at voting? Last election saw nearly 80% turnout - compared to Jersey's 43%. And people had over 100 manifestos to wade through...
- Are people in Jersey just a bit lazy?
- Why should people bother to vote?

# PR: CHANNEL EYE EDITORIAL COVERAGE

Example editorial coverage of the election campaign by Channel Eye.

CHANNLEYE

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## Jersey's Election '22 campaign launched – your chance to become involved

January 26, 2022 in Jersey, Lifestyle

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## New nomination form and process for Jersey election candidates

March 25, 2022 in Jersey, Lifestyle

### You could be the next States Member

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CHANNLEYE DAILY NEWSLETTER

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## Under 100 days until the Jersey election on 22nd June 2022

March 16, 2022 in Jersey, Lifestyle

Share on Facebook Share on Twitter Share on LinkedIn

Is the diversity of candidates standing for election important L...

Watch Later Share

Watch on YouTube

Your Voice Our Future STAND.

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## Jersey's election 2022: Full list of 93 candidates standing

May 10, 2022 in Jersey, Lifestyle

# VOTE.JE

## Jersey's Official Voting Guide

Jersey Election '22 candidate forum

Jersey election candidates are invited to an informal 'drop-in' event where representatives from the island's various industries and demographic groups will be ready to discuss the issues important to them over the next four years, and beyond.

DATE	01 Apr 2022
TIME	10:00 pm - 2:00 pm
COST	No charge
LOCATION	58 Helder Town Hall, Jersey 94-95-96, St Helier, J119, Jersey
ORGANISER	Website Phone: +44 1534 441020 Email Website
CATEGORY	Jersey

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## Jersey's election 2022: Full list of 93 candidates standing

May 10, 2022 in Jersey, Lifestyle

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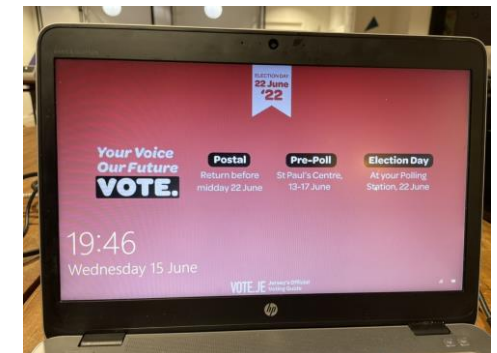
SKIPTON INTERNATIONAL

CHANNLEYE DAILY NEWSLETTER

# INTERNAL COMMUNICATIONS

With a 7,000+ person workforce, internal communication channels provided a low cost opportunity to reach voters. Activity included:

- **OurGov Articles**
  - Electoral Constituencies / 9 Wanders of Jersey
  - Register to Vote / Apply to Postal Vote
- **Lock screens**
  - Register to Vote / Apply to Postal Vote
  - Three Ways to Vote / It's Time to Vote
- **GoJ Broad Street Office – A0 Posters**
  - Register to Vote (Apr) and It's Time to Vote (Jun)



# EVENTS & ACTIVITIES

# EVENTS: TOWN CENTRE STANDS

The Digital and Public Engagement Team were in the town centre at different locations (Brook Street and Charing Cross) on 15 occasions during May and June, to both encourage Islanders to register to vote and Islanders to vote and answered their questions about the new constituencies and different ways to vote.



# EVENTS: CANDIDATE FORUM

An informal 'drop-in' event took place in April at St Helier Town Hall for candidates to meet local industry representatives and charities to understand their needs and wishes for the next political term.

Amongst the sectors and communities represented were: Sport, Fisheries, Energy, Children, Disability, Digital, Finance, Agriculture, Construction and Primary Care.

Feedback from stand holders and attendees was very positive.



# EVENTS: OUTREACH

- **Prison Visit** - Two colleagues from the Digital and Public Engagement Team presented to 8 prisoners (in two groups), who were eligible to vote, at La Moye Prison, on 28 April. The presentation was well received and 6 prisoners went on to vote.
- **Visit Jersey** - In April, the Head of Digital and Public Engagement presented to staff members within Visit Jersey. The team were given the opportunity to ask questions, of which there were many. With increased capacity, this channel offers great potential for engaging with more Islanders ahead of future elections.



# 9 WANDERS OF JERSEY CONSTITUENCY QUIZ

This walking quiz was devised by a member of the Digital and Public Engagement Team to help Islanders to become familiar with their constituency for voting for Deputies and to encourage them to consider what was important to them when it came to choosing candidates in the forthcoming Election. The quiz was available via a smartphone app, as well as a printable PDF from Vote.je.

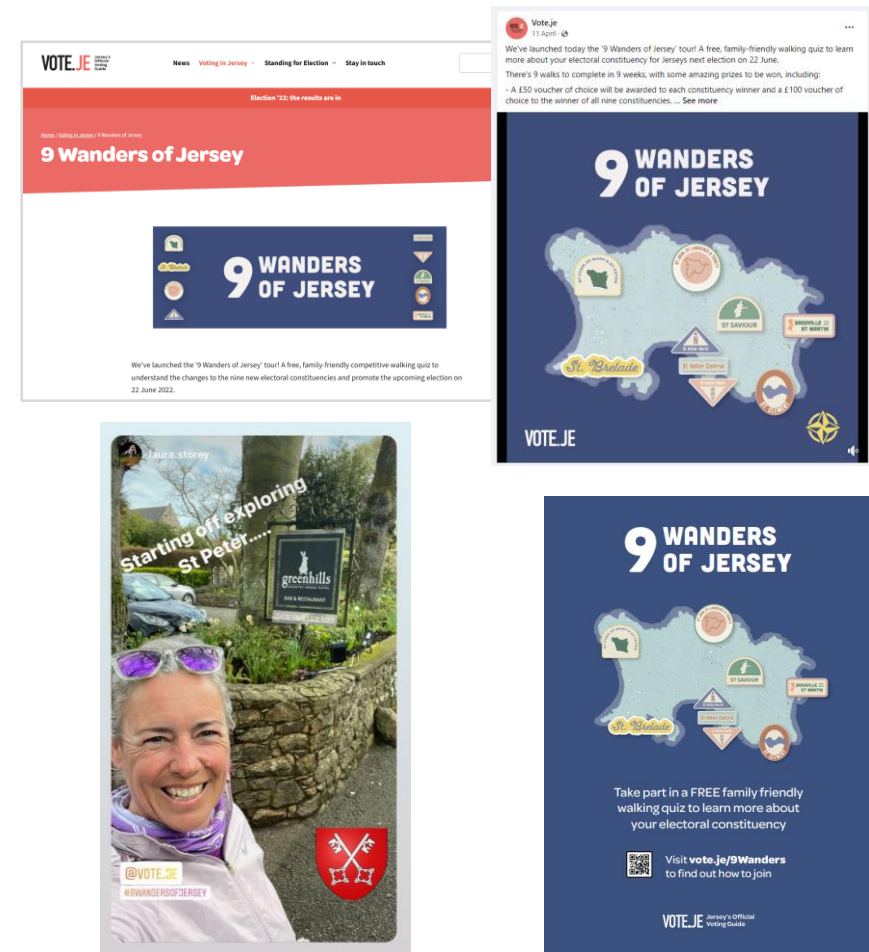
The quiz was promoted through PR activity, social media, town centre stands, printed postcards, digital bus station screens, OurGov story and pull up banners at the Town Library and Communicare Library.

A total of 67 teams of Islanders took part and the initiative received positive feedback:

*“THANK YOU!!!!*

*You have honestly done an amazing job on this scavenger hunt. I've pulled lots of friends and family on to the walks and we have honestly learnt so much. It's an amazing initiative - well done.”*

Overall Winner





# EVENTS: THEATRE IN EDUCATION



Following the well received theatrical production created ahead of the 2018 Election, Vote.je and Love Theatre collaborated to create a 2022 production, which was offered to all schools and colleges with Year 12 and 13 students.

The production was performed/shared at Highlands College, JCG, Beaulieu and Victoria College. Students were given the opportunity to ask questions and to register to vote after the production and manifesto booklets were provided as a follow-up, once available.

The production was also filmed and is available to view on the Vote.je [YouTube channel](#).

# HIGHLANDS COLLEGE FRESHERS' FAYRE

In September '21, ahead of Election year, Vote.je took over four stands at the annual Freshers' Fayre to talk to students about the who, what, where, when, how and why of voting.

The stand was well received and over 100 students registered to vote at the event.



# EVENTS: YOUTH PROJECT HUSTINGS

The Digital and Public Engagement Team presented an update on Election '22 to the full team of youth workers at Jersey Youth Service.

Suggestions were made about different ways to engage young people through the Youth Projects and hustings were organised in five constituencies.

Vote.je provided a point of communication with candidates and promoted the events via social media and e-newsletters.



The image shows a Facebook post from the page 'Vote.je', dated 9 June at 13:02. The post text reads: 'Calling constituents of St Helier North aged 18 and under! Tonight is your chance to ask your election candidates questions on issues that matter to you. Join the Youth Hustings at First Tower Youth Project from 6:45pm.' Below the text is a promotional graphic for 'YOUTH HUSTINGS'. The graphic has a yellow background with a blue border. It features a list of dates and constituencies: May 31 for St Brelade; June 09 for St Helier North; June 13 for St Ouen, St Mary, and St Peter; June 15 for St John, St Lawrence, and Trinity; and June 16 for St Helier Central & South. A logo for 'JERSEY YOUTH SERVICE' is in the top right of the graphic. At the bottom of the graphic, it says 'ANYONE 18 AND UNDER IS INVITED TO ASK QUESTIONS TO THE PEOPLE STANDING FOR ELECTION IN YOUR LOCAL AREA' next to a megaphone icon. The Facebook post shows 1 like.

**Vote.je**  
9 June at 13:02 · 🌐

Calling constituents of St Helier North aged 18 and under!  
Tonight is your chance to ask your election candidates questions on issues that matter to you.  
Join the Youth Hustings at First Tower Youth Project from 6:45pm.

Date	Constituency	Project
May 31	St Brelade	St Brelade's Youth Project (7-9)
June 09	St Helier North	First Tower Youth Project (7-9)
June 13	St Ouen, St Mary, St Peter	St Peter's Youth Project (7-9)
June 15	St John, St Lawrence, Trinity	Trinity Youth Project (7-9)
June 16	St Helier Central & South	Youth Arts Jersey @ St James Centre (7-9)

**YOUTH HUSTINGS**

ANYONE 18 AND UNDER IS INVITED TO ASK QUESTIONS TO THE PEOPLE STANDING FOR ELECTION IN YOUR LOCAL AREA

1

# EVENTS: SCHOOL POP-UPS

In the lead-up to the Election, four pop-up stands were positioned at Hautlieu School to provide an opportunity for students to learn more about the Election and to register to vote.

Rich conversations took place during this outreach and with greater capacity, this is a channel that has great potential to reach more young people.



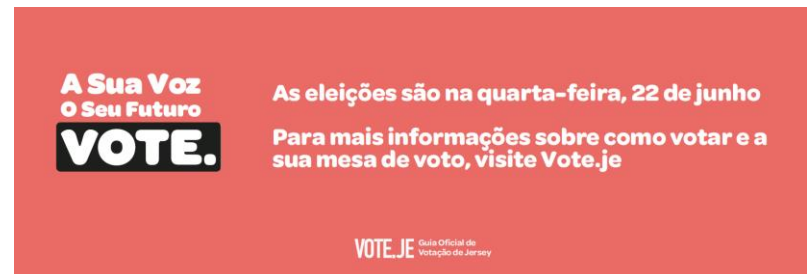
# REDUCING BARRIERS

# ADDRESSING LANGUAGE BARRIERS

To help engage Islanders whose first language is not English, a range of content was professionally translated into the widely spoken languages in Jersey: Portuguese, Polish and French.

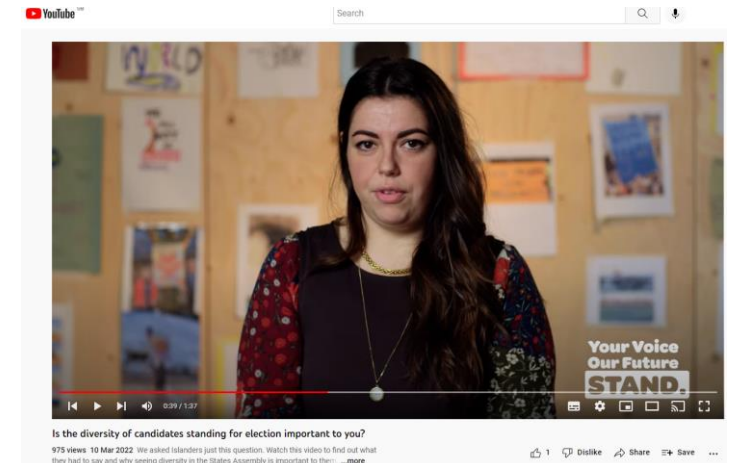
Applications included:

- Vote.je website (Portuguese, Polish and French)
- Social media posts
- All-Island leaflets on changes to the electoral system (Portuguese, Polish, French)
- All-Island candidate manifesto booklets (Portuguese, Polish, French)
- Channel 103 radio adverts (Portuguese)
- Roadside banners (Portuguese)
- Campaign strapline (Portuguese and Polish)



# ENCOURAGING DIVERSITY

- A campaign was launched in March '21 to encourage Islanders from **underrepresented demographic groups** to consider standing for election
- **Videos** were produced to encourage people from underrepresented groups to stand for election, including Portuguese Islanders
- A campaign **toolkit** was created for third party organisations to reach out to their communities



# IMPROVING ACCESSIBILITY

- The Digital and Public Engagement team engaged with the Government-led Disability and Inclusion communications working group to understand the challenges faced by Islanders with disabilities
- As a result, videos walking voters through the process from arriving at a polling station to casting your vote were recorded
- Subtitles included on all live and recorded video content
- Candidate Question Time events provided an online alternative to in-person hustings
- Shared professionally filmed hustings on YouTube and the Vote.je website with subtitles
- Brand colours were checked to meet accessibility standards before launch
- Greater accessibility offered by postal voting being available to all



# BUDGET & OUTCOMES

# BUDGET

Activity	2022 spend
Letters from Parishes to all Island households (print and postage)	£36,109
Website development, monitoring, hosting and support	£35,903
Filming of in person hustings	£27,182
Manifesto booklets (print and distribution)	£14,568
Digital advertising	£8,518
Outdoor advertising	£8,213
Offline media advertising (print and broadcast)	£7,322
4-page leaflet printed and delivered to all Island homes (January)	£7,217
Events and theatrical production	£6,596
'Other' print production – posters, roadside banners, stickers, postcards, decals	£5,662
Post-election insight work (surveys and focus groups) nb. budgeted amount, work currently underway	£5,000
Video production	£3,901
Email marketing	£2,877
Online Question Time events	£2,460
Print and insertion of postal voting application form	£1,759
Freelance support	£1,442
<b>TOTAL</b>	<b>£147,547</b>

# TARGETS AND OUTCOMES

Targets	Outcomes
Increase the number of candidates and encourage more competition in the 2022 elections	<ul style="list-style-type: none"><li>• 93 candidates stood for election in 2022, in comparison to 91 in 2018</li><li>• First Connétable election since 2008 to have more than one parish with a contested election</li></ul>
Attract a spread of candidates that represent our diverse community in the 2022 elections	<p>Candidates:</p> <ul style="list-style-type: none"><li>• Were between the ages of 27 and 84</li><li>• Included Jersey's first Romanian and first Black African candidate</li><li>• 61 male and 32 female candidates in 2022, in comparison to 61 male and 30 female candidates in 2018</li></ul>
Increase voter turnout to 50% in the 2022 elections	<p>Voter turnout:</p> <ul style="list-style-type: none"><li>• 41.6% for Deputy elections</li><li>• 39.8% for Constable elections</li></ul>

# OBJECTIVES & OUTCOMES

Objective	Outcomes
Increase engagement volume and diversity with husting events in 2022	<ul style="list-style-type: none"><li>• 7,742 views of video recordings of in-person hustings, compared to 6,101 of Constable and Deputy hustings in 2018, although there were fewer events</li><li>• 4,410 views on online Candidate Question Time videos (live and watch-back). This was a new event format</li></ul>
Increase Islander engagement with our digital content	<p>Vote.je - in the six months leading up to the election, compared the same period in 2018, there were:</p> <ul style="list-style-type: none"><li>• double the number of users on the website</li><li>• over double the number of sessions/visits</li><li>• 85% more page views</li></ul>
Increase media coverage	<p>Built strong relationships with the media through 1-2-1 meetings and generated substantial coverage across print, broadcast and digital media. Statistical comparison to 2018 is not available.</p>

# ELECTION RESULTS

## **Deputies**

Register total: 60,678

Ballots in boxes: 25,264

Poll percentage: 41.6%

The average poll percentage (i.e. turnout) for Deputy elections in the 2018 election was 42.3%. It is not possible to have a like-for-like comparison of election results between 2018 and 2022 due to changes in the electoral system and that some Deputies were elected unopposed in 2018. The following results are noteworthy:

- Jersey's first Black African candidate was elected
- Jersey's first Romanian candidate was elected
- 21 females were elected, compared to 13 elected in 2018

## **Connétables (excluding St Saviour)**

Register total: 52,988

Ballots in boxes: 21,098

Poll percentage: 39.8%

Recount required for St Saviour and results published by JEA exclude St Saviour figures.

There was only one contested Connétable in 2018, so there is no accurate overall data to compare to. There were four contested elections (excluding None of the Candidates) in 2022.