

## BMA candidate statement guidelines

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Name: Committee elections guide

Date: 2019



**Word count:** Your statement must be no longer than 100 words, unless otherwise stated. Once you have reached the limit, you will not be able to type more in the space provided. The system uses the most common unspecific word counting tool, which considers anything between two spaces a word, whether it's a number or a symbol. So, 1 January 2019 would be three words, while 01.01.19 would be recognised as one word.

**Role profile and skills:** First, read the role profile to make sure your statement is relevant. You could use real-life examples to demonstrate that you have the skills needed.

**Don't write in CAPITALS:** Writing in all-capital letters can come across as shouting, as do exclamation marks. Consider other ways to convey the importance of your message.

**Abbreviations:** Recognised BMA and other abbreviations can help you keep within the word limit, but make sure they are easily understood. Try to avoid jargon and write what you mean.

**Be concise:** Don't make your statement longer than it needs to be. A long statement can be discouraging and lose readers before they get to your final point.

**Tone:** Avoid irony and humour that can be misunderstood. It's always best to keep the tone professional and business-like. Discriminatory, unpleasant or negative comments could constitute harassment and are not acceptable. If these are found in your statement, you will be asked to remove them.

**External links:** No hyperlinks are permitted within your statement, including links to websites, YouTube or other media. Depending on the election you may be able to upload a photo or video.

**Review your statement:** Allow plenty of time to complete your statement and revisit it before the nominations close. When you return to it, read it through from the voter's perspective.

**Check before you save:** Once nominations close, you cannot edit your statement. Treat it like any other official document. Read it before you save it – errors are just as unfortunate in candidate statements as in any corporate correspondence. Look out for potential misunderstandings and check for tone. You're responsible for your content – the elections team will not amend grammar and spelling.

If there is a problem with your statement, such as inappropriate content, the elections team will contact you. If you do not respond within the time limit given, they will amend as necessary. Any civil or criminal liability in respect of publishing or copying an election address rests solely with the candidate.