

NB: This document is a translation from the original document. This translation is not binding; its purpose is only to explain the contents of the original document in English. In case there are any obscurities in the translation, please check the original document for correct and binding expressions. The original document can be found on the Finnish website of ISYY.

Guidelines approved by the Central Election Committee on 23 May 2025

Representative Council Elections of the Student Union of the University of Eastern Finland: Guidelines for Election Advertising in Autumn 2025

General guidelines

- Election advertising must follow the law and the principles of good taste.
- The Student Union offers all approved candidate lists an equal opportunity to advertise at the Student Union's election events, on the Student Union's noticeboards and social media channels, and in the SYL's voting aid application.
- The Representative Council Elections follow the Student Union's Election Regulations.

Electoral integrity and voting privacy

The Representative Council Elections follow the principles of electoral integrity and voting privacy. Fair and equal elections serve the interests of the Student Union's members. The following acts are regarded as violations of electoral integrity and voting privacy:

- Vandalising election advertisements.
- Causing disturbance at election events or otherwise behaving inappropriately towards the candidates.
- Offering money, rewards, or favours to voters in exchange for voting a certain way or for refraining from voting.

Election events organised by the Student Union

- The Student Union offers candidate lists the opportunity to campaign in the University's lobby areas on specified campaigning days. The campaigning dates and areas will be announced on the Student Union's website.
 - Election campaigning may not block anyone's way in indoor or outdoor campus facilities or disturb people dining in campus restaurants.
- Both campuses will have an election panel discussion in the autumn. Each candidate list can send one candidate to participate in the panel discussion.
- Election campaigning is permitted at ISYY's events where ISYY has specifically allowed campaigning.

Advertising on noticeboards

- All candidate lists are given an equal opportunity and an equal amount of space for posting election advertisements on campus noticeboards designated for that purpose. The locations of the noticeboards will be announced on ISYY's website. Election advertisements may only be posted on these designated noticeboards, and the advertisements must be related to the Representative Council Elections.
- The maximum size of an election poster is A3. Election advertisements may not cover other advertisements. If necessary, the Student Union's personnel can move the advertisements closer together and arrange them in the correct order according to the combined list of candidates.

Advertising on the Student Union's website and social media channels

- The Student Union offers candidate lists an equal opportunity to advertise themselves on ISYY's Instagram and Facebook accounts in the autumn as follows:
 - posting a video to stories (maximum length 1 minute);
 - posting up to 5 stories with text or pictures;
 - publishing 1 picture in the feed, accompanied by a text containing 300 characters in Finnish and a text containing 300 characters in English.
- Candidate lists can have their contact details and links to their website or social media published on the elections page on ISYY's website.
- The voting aid application of the Representative Council Elections is available to all candidates and candidate lists. All candidates will be given instructions on how to complete the voting aid application questionnaire. The voting aid application is administered and monitored by the National Union of University Students in Finland (SYL).

Distribution of campaign material

The Student Union aims to provide designated noticeboards for election advertising in the lobby areas of campus facilities. In other locations, advertising requires permission from the proprietor of the facilities.

- Election advertisements may only be put up on noticeboards with permission from the owner of the noticeboard.
- Educational settings are not an appropriate context for election campaigning and advertising.
- The University's email regulations prohibit the use of university email addresses (email addresses with the @uef.fi domain) for political campaigning and advertising. This also applies to the Representative Council Elections.
- Littering must be avoided when handing out advertisements.
- Election advertisements must be removed from campus by the people who put them up by 7 November 2025, 4:00 p.m.

Candidates and candidate lists can use the election templates and designs offered by ISYY for social media posts. Candidates and spokespersons can download the templates here:

[Communication materials for Representative Council Election candidates 2025 \(Google Drive folder\)](#).

If the Central Election Committee deems that a candidate or candidate list has violated the Student Union's election-related rules and regulations when using the election advertisement spots offered by the Student Union, the Central Election Committee can issue a warning or impose a penalty on the candidate or electoral list in question under section 29 of the Student Union's Election Regulations.

Contact persons in the Representative Council Elections

Julia Lautala, Chairperson of the Central Election Committee, email: [kv.l.pj\(at\)isyy.fi](mailto:kv.l.pj(at)isyy.fi)

Elina Pitkänen, Secretary of the Central Election Committee, email: [kv.kuopio\(at\)isyy.fi](mailto:kv.kuopio(at)isyy.fi), tel. 044 5768413

Emma Ohtonen, Coordinator of Representative Council Elections, email: [vaalikoordinaattori\(at\)isyy.fi](mailto:vaalikoordinaattori(at)isyy.fi), tel. 044 576 8450