

Representative Council Elections of the Student Union of the University of Eastern Finland: Rules for Election Advertising in Autumn 2023

General guidelines

- Election advertising must follow the law and the principles of good taste.
- The Student Union offers all lists of candidates 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 voting aid application of the SYL.
- 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 all lists of candidates the opportunity to campaign in the University's lobby areas. The campaigning dates and facilities will be announced on the Student Union's website.
 - Election campaigning may not block anyone's way in indoor and outdoor campus facilities or disturb anyone's eating in campus restaurants.
- Both campuses will hold an election panel in the autumn. Each list of candidates can send one candidate to participate in the panel discussion.
- Election campaigning is permitted at ISYY's events at which ISYY has specifically allowed campaigning.

Advertising on noticeboards

- All lists of candidates 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 these noticeboards will be announced on ISYY's website.

Election advertisements may only be posted on these noticeboards. 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 all lists of candidates an equal opportunity to advertise themselves on ISYY's Instagram and Facebook accounts in October 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.
- Lists of candidates can have their contact details and links to their website or social media published in the elections section of ISYY's website.
- The voting aid application of the Representative Council Elections is available to all candidates and lists of candidates. 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 offers the opportunity to advertise in the Student Union's facilities. The Student Union also provides noticeboards in the lobby areas of campus facilities for election advertising. In other facilities, permission must be obtained 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 campaigning and advertising.
- The University's email rules prohibit the use of university email addresses (@uef.fi) for political campaigning and advertising. This also applies to the Representative Council Elections.
- Littering must be avoided when handing out advertisements.
- All election advertisements must be removed from campuses by 4 p.m. on 10 November 2023.

Candidates and lists of candidates can use the election templates and designs offered by ISYY for social media posts. The templates are available for download here: [Communication materials for Representative Council Election candidates 2023](#) (Google Drive folder).

If the Central Election Committee deems that a candidate or a list of candidates has violated the rules and regulations governing the Representative Council Elections in the use of the election advertisement spaces offered by the Student Union, the Central Election Committee may 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

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