

Chapter I Election advertising

1 § Election advertising

All marketing communications conducted by a candidate, electoral alliance or electoral coalition are considered to be election advertising. The person or group that the advertisement markets is considered to be the responsible party.

Marketing conducted by electoral alliances and coalitions to recruit candidates is not considered election advertising. However, this type of marketing is also bound by the regulations of this document, apart from the timetable (2 §).

2 § Timetable of advertising

Electoral alliances and coalitions can advertise to recruit candidates until the 2nd of October 2023. These advertisements must be removed by the 5th of October 2023.

The actual election advertising, which does not include marketing conducted by electoral alliances and coalitions to recruit candidates, is permitted starting from Saturday the 3rd of October 2023.

The advertisers must remove their advertisements by Friday the 17th of November 2023.

3 § Advertising in facilities and buildings

Advertising in Aalto University and AYY buildings and facilities is allowed on bulletin boards, barring official boards and boards reserved for exams and courses. Election advertisements cannot overlap one another – advertisements of electoral alliances and candidates that do not belong to any electoral alliances are given priority. Placing advertisements on doors, windows or walls is not permitted.

Advertising in guild club rooms, subject organization spaces and association spaces is allowed, if the guild, subject organization or association agrees to it. The group in charge of the facilities is responsible for equality in advertising. However, the Central Election Committee recommends the facility supervisors to treat all electoral parties equally.

Dispensing and handing out advertisements inside buildings is not permitted, including cafes and restaurants. It is, however, permitted to set up a pop-up stand if it does not block hallways or cause disruption. Electoral material can be available at a pop-up stand, but it cannot be actively handed out. Electoral alliances and coalitions are responsible for cleaning any clutter or waste caused by their stands.

Advertising as a part of teaching or during lectures is forbidden.

Advertising and electoral activities of any kind inside the Harald Herlin Learning Center and Dipoli are expressly forbidden.

4 § Outdoor advertising

Placing advertisements outside is permitted in specially set-up poster boards. Attaching electoral advertisements to bus stops, lampposts and electricity outlet boxes and other public property is forbidden.

Handing out advertisements and setting up stands and tents outside is permitted. It should be noted, however, that outdoor advertising cannot be distracting or obtrusive. Electoral alliances and coalitions are responsible for cleaning any clutter or waste caused by their stands.

5 § Advertising online

Advertising on email lists and other such channels is allowed if the moderator of the email list approves of it.

The Central Election Committee encourages candidates to use social media in their marketing, but also urges to follow civil manners and proper web etiquette.

Election advertising is not allowed on Telegram channels run by an AYY employee, board member or volunteer.

6 § Mass-printed election posters

AYY offers an opportunity to receive printed election material. There will be separate information on this.

Chapter 2 Inappropriate actions

7 § Disruptive election advertising

Disruptive election advertising is not allowed.

Advertisements that impede the regular use of mailing lists, cause a lot of noise or impede teaching and lectures can be considered as disruptive. Advertisements are not allowed to discriminate, instigate to illegal activities or cause excessive disdain.

Bringing other candidates, electoral alliances or electoral rings into an unfavorable light can also be considered as disruptive.

8 § Advertising on behalf of the Student Union

Advertising conducted by official representatives of the Student Union (Board, employees, chairpersons of the Representative Council) on behalf of the Student Union is forbidden. Advertising as private individuals is permitted for the people listed above.

9 § Electoral peace

During the voting, all advertising near the AYY computer terminals designated as voting spots is expressly forbidden, except for specifically marked places intended for advertising.

10 § Electoral sanctions

The Central Election Committee may, at their discretion, withhold the right to advertise from any candidate, electoral alliance or coalition. The Central Election Committee also has the right to remove a candidate from the elections if necessary. The sanctions and their application are detailed in the AYY electoral regulations and the Central Electoral Committee's decision "Electoral sanctions and their guidelines in the Aalto University Student Union Representative Council elections 2023".

11 § Damages

Any damages caused by electoral advertisements are deemed to be paid by the guilty party who has caused the damages, in accordance with the Tort Liability Act. The primary discretion lies with the Central Election Committee; however, the Board of the Student Union can overturn the Committee's decision in the matter.

Chapter 3 Other regulations

12 § Supplementation of the regulations concerning electoral advertising

The Central Election Committee can further supplement the regulations in its meetings. These supplements will be communicated to the electoral alliance contact persons and all candidates, and they will be published on AYY's web pages and official bulletin board.

13 § Additional information

For additional information and answers on electoral advertising, please contact the Central Election Committee secretary Martti Ranta (martti.ranta@ayy.fi). Any abuses, delinquencies or disruptive election advertisements are reported to the same person.