

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.

As the election advertising begins, all recruiting material, campaigning and marketing conducted by electoral alliances and coalitions to recruit candidates will be considered advertising.

All election advertising should comply with applicable legislation and AYY's safer space policy.

2 § Timetable of advertising

Electoral alliances and coalitions can advertise to recruit candidates until the end of the candidate nomination period.

Election advertising is allowed 26.8.-6.11.2025

The advertisers must remove their advertisements by 23.11.2025.

3 § Advertising in facilities and buildings

Advertising in any facilities allowed with the permission of the property owner. It is allowed to advertise in common spaces in AYY's facilities.

Election advertisements cannot overlap one another – advertisements of electoral alliances and candidates that do not belong to any electoral alliances are given priority.

The Central Election Committee recommends the facility supervisors to treat all electoral parties equally.

Electoral alliances and coalitions are responsible for cleaning any clutter or waste caused by their advertising.

4 § Outdoor advertising

Placing advertisements outside is permitted with the permission of the owner of the premises.

Electoral alliances and coalitions are responsible for cleaning any clutter or waste caused by their advertising.

5 § Advertising online

Advertising online is allowed if the platform owner or the moderator approves of it.

The use of AYY's official communication channels for election advertising is only allowed with explicit permission.

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

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 volunteers or 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.

Any kind of harassment or pressuring a vote is forbidden during the voting process.

Paying or bribing for votes is forbidden.

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 instructions issued by the Central Electoral Committee.

Chapter 3 Other regulations

11 § 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.

12 § Additional information

For additional information and answers on electoral advertising, please contact Touko Heikkinen, an election project worker, vaalit@ayy.fi, 050 465 7913, Telegram @Ayy_touko. Any abuses, delinquencies or disruptive election advertisements are reported to the same person.