

# Candidate's Guide 2025

## What is the Student Council?

The Student Council consists of 37 representatives. It gathers in meetings about 7 times a year. The Student Council annually decides, among other things, OYY's action plan, budget and elects OYY's Executive Board. The Student Council makes all major financial and political decisions in the Student Union. These decisions are minuted in the political policy paper, strategy and contingency plan, which are updated when necessary. The Student Council also chooses the Secretary General of The Student Union and the Editor-in-Chief of The Oulu Student Magazine.

The current Student Council is formed by eleven electoral alliances and two election circles. The lineup of the current Student Council can be found from OYY's webpage:

<https://www.oyy.fi/en/participate-and-make-a-difference/the-student-council>

## Examples of the Student Council's decisions:

- Referral discussion for OYY's strategy (2026–2030)
- Electing student representatives for the University Board of Directors and the University Collegium
- Electing representatives for different sections of the OYY
- Approving the Action Plan for OYY
- Approving the Budget for OYY
- Electing the Board of OYY

## How do I enter as a candidate?

All members of the Student Union who have registered for attendance at the University by the 16th of October 2025 are eligible to become members of the Student Council. The candidate must be 18 years old on the election day at the latest. A person who has been assigned a legal guardian is not eligible for the election. Do note, that only students who have registered for attendance and paid the Student Union membership fee on the 8th of October at the latest, can vote in the election. This is because the electoral register (register of students with the right to vote) is approved by the The Central Electoral Committee on the 9th of October.

To run for the election, candidates need to submit electronic election documents which are available on OYY's website <https://www.oyy.fi/en/participate-and-make-a-difference/elections/>. The nomination of candidates begins on the 18th September 2025 at 12 pm. and closes on the 16th of October 2025 at 12 pm. This means that all the documents must be submitted by the 16th of October 2025 at 12 pm.

You can discuss your candidacy and enter as a candidate with the electoral alliance representative you find comfortable. The contact information for the electoral alliances are updated to the web page <https://www.oyy.fi/en/participate-and-make-a-difference/elections/> when the Student Union receives information about electoral alliances and circles. If you do not find an alliance which is suitable for you from our web page, contact your own student society, guild or the student council election coordinator to find out about other possible lists. You can also run for the Student Council without an

electoral alliance or an election circle, but you will need considerably more votes to become elected.

If you have any questions about running as a candidate, please contact the Election Coordinator, Eveliina Tiusanen ([edustajistovaalit@oyy.fi](mailto:edustajistovaalit@oyy.fi)) or the Secretary General, Eetu Leinonen ([paasihteeri@oyy.fi](mailto:paasihteeri@oyy.fi)).

## **Electoral alliances and election circles**

It is possible for all candidates to form both new electoral alliances as well as election circles. An electoral alliance can be formed by a minimum of two candidates. A candidate can be a member of only one electoral alliance. In an electoral alliance, the maximum number of members is twice the amount of council members elected in the elections, which means a total of 74. An election circle can be formed by at least one electoral alliance and at least one candidate or at least two electoral alliances. A candidate can be a part of only one electoral alliance and one election circle. An electoral alliance can be a part of only one election circle. In an election circle, the maximum number of members is twice the amount of council members elected in the elections, which means a total of 74.

The elected representatives and vice representatives of the electoral alliances and election circles form the Student Council's groups. In the Student Council you will work closely with the other members of your group as a part of the whole Student Council. The size of the group (number of representatives elected) affects not only the power relations of the Council, but also for example the allocation of seats for the general assembly of National Union of University Students in Finland.

## Campaign

The key to a successful campaign is versatile means of influence. It is good to bring up your own themes and what kind of influencer you are in your campaign.

You should campaign where your voters are. You should chat with as many students as possible, for example at the guildroom or at student events. Remember to use social media. It is easier to plan and carry out a campaign with a friend, so ask your friends and electoral alliance for help.

As a candidate it is vitally important to make clear for yourself and the voters why you are running as a candidate and bring that information forward in your campaign and Tuudo election page. Start with giving basic information about yourself:

- Who am I and what I study.
- Which electoral alliance I am part of.

After the basic information you can use these questions as a help:

- What are my values?
- Which things are important to me in student life?
- What do I want to change in the university community?
- What issues will I promote in the Council?

These questions should help you to tell about yourself and what kind of Representative Council Member you will be.

Think carefully about the pictures you will use in your campaign and on the Tuudo election page. The photos should clearly tell the voters who you are and what kind of a representative you would be.

While creating your campaign you should start thinking about who is going to vote for you. Your voters are often people close to you. Naturally, your campaign should reach the students outside your own faculty as well, as people with similar interests can also be found in different areas of the university. You can talk about your candidacy face-to-face or use social media. Tuudo's election page is also a great way to get your message through to voters.

Think about what is the best way to reach your voters. You can promote your campaign on social media like on Instagram and Telegram, but keep in mind the **Student Union's ethical rules for Student Council Elections and election advertising.**

## Election compass

Take a good moment to fill the election compass. It includes both national as well as Student Union's own questions. You can also justify your answers. It is highly recommended to justify at least the answers that are the most important to you. You will get an email including a link to fulfill the election compass. You can also add your own picture, description and basic information.

## Rules for advertising

The Central Electoral Committee has adopted OYY's ethical rules for elections and they can be found on the election website. However, keep the following things in mind:

- Advertising in notice boards, marked by the Central Electoral Committee, is allowed from the 20th of Oct 2025 to the 7th of Nov 2025.
- A single advertisement can be the size of an A2 at maximum. The advertisements have to fit to the area given to the election circle, electoral alliance or a single candidate.
- Advertising is not allowed during teaching situations or in close vicinity of teaching situations.
- Advertising in guild rooms, subject society spaces or their networks is allowed with the permission of the administrator.

Breaching the ethical rules of the Student Council Elections and election advertising should be immediately informed to the Chair of the Central Electoral Committee, Eevasisko Mehtätalo ([kvl@oyy.fi](mailto:kvl@oyy.fi)).

### Help from the Student Union's office:

A maximum of 10 copies of A3-sized campaign posters delivered to the Student Union in a pdf-file. The material should be sent by the 20th October at the latest to [edustajistovaalit@oyy.fi](mailto:edustajistovaalit@oyy.fi). Please note that the advertising on noticeboards begins on the 20th of October. Regarding matters of reservations, please contact Election Coordinator, Eveliina Tiisanen ([edustajistovaalit@oyy.fi](mailto:edustajistovaalit@oyy.fi)).

**Remember Student Union's ethical rules for Student Council Elections and election advertising!**

## What to remember!

1. Get familiar with the work of the Student Council and think about what you would like to achieve in the Council.
2. Nominate yourself as a candidate early on and contact the electoral alliance you are interested in.
3. Plan out your election campaign and answer the election compass.
4. Talk about your candidacy to as many people as you can.
5. Remember to vote!

## Timetable and deadlines for elections

- 18 Sept 2025 at 12 pm. Enrolling for candidates begins
- 18 Oct 2025 at 12 pm. Deadline for enrolling as a candidate
- 20 Oct 2025 Election advertisement time starts
- 20 Oct 2025 Deadline for sending posters to the Election Coordinator
- 29 Oct 2025 at 11 am. – 2 pm. Election square at Linnanmaa
- 29 Oct 2025 at 1-2 pm. Election panel at Linnanmaa
- 30 Oct 2025 at 10 am – 1 pm. Election square at Kontinkangas
- 30 Oct 2025 at 11 am – 12 pm. Election panel at Kontinkangas
- 30 Oct 2025 at 12 pm. Voting begins
- 6 Nov 2025 at 4 pm. Voting ends
- 7 Nov 2025 Advertising ends, please remove your advertisements

## Need more information?

Election Coordinator, Eveliina Tiisanen ([edustajistovaalit@oyy.fi](mailto:edustajistovaalit@oyy.fi))

The Secretary General, Eetu Leinonen ([paasihteeri@oyy.fi](mailto:paasihteeri@oyy.fi))

The Chair of Central Election Committee, Eevasisko Mehtätalo ([kvl@oyy.fi](mailto:kvl@oyy.fi))