

# Student Union's ethical rules for Student Council Elections and election advertising

The ethical rules of the Student Union of University of Oulu Council Elections are in place to ensure every electoral alliance and election circle has an equal chance for recruiting candidates for council elections and for election advertisement. These ethical rules are also in place to ensure a safe space for voters and election candidates to freely decide on who to vote for and which electoral alliance a candidate wants to be part of.

## General

- Recruitment of candidates and election advertising is prohibited in teaching situations and in close vicinity of teaching situations.
- Recruitment of candidates is not allowed when a potential candidate is under influence of drugs or alcohol.
- Offensive, insulting or inappropriate election advertising is prohibited.
- Bullying or pressuring in election advertising is prohibited.
- Unauthorized covering, editing or removing of the election advertisements is prohibited.
- Selling one's own vote is prohibited.

## Recruitment of candidates

Recruitment of candidates should be started early. However, there are a few important things to consider when recruiting candidates.

Recruiting students through information networks is allowed only by using the electoral alliance's own contacts. Using new students lists through faculties is not allowed in the recruitment process. Candidate recruitment through information networks using, for instance, email lists, Telegram, WhatsApp or Discord is only allowed with the administrator's permission.

Recruiting candidates is prohibited during and in close vicinity of teaching situations. Recruitment is not allowed when a potential candidate is under influence of drugs or alcohol. Pressuring and bribery are prohibited in candidate recruitment.

Recruitment of candidates should not be disturbing. For example, setting other candidates, electoral alliances or election circles into unfavorable positions when recruiting can be considered as a way of disturbing election candidate recruitment.

## **Election advertisement in the University of Oulu**

Election advertisements can be posted only on noticeboards designated by the Central Electoral Committee. If an electoral alliance has a large number of candidates, the Central Electoral Committee can grant extra space. The Central Electoral Committee can arrange advertisements, if the layout prevents effective use of the noticeboard. 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.

Election advertising on the designated infoboard is allowed starting **October 20th , 2025**. Advertisers have to collect their advertisements on **November 7th, 2025** at the latest.

It is prohibited to advertise on any other public noticeboard in the university. In order to advertise on the noticeboards of the guilds and societies, the advertiser needs permission from said guild or society.

The Central Electoral Committee urges the guilds and societies to treat all candidates, electoral alliances and election circles equally.

## Election advertisement on information networks

Using information networks for election advertisements is allowed with the network administrator's permission. Information network in this context means, for example, email lists and WhatsApp, Telegram or Discord groups maintained by guilds, subject societies or other societies. Using e-mail lists maintained by the university and the Student Union for advertising is prohibited. It is not considered personal election advertising if the author of the message mentions their candidate number and the name of the electoral association and/or ring in the signature of the message, or generally informs about issues related to elections, such as the start of voting.

**The Central Electoral Committee urges the guilds and societies to treat all candidates, electoral alliances and election circles equally.**

## Other instructions

Disturbing election advertising is prohibited. Advertisements that can be considered as disturbing can be, for instance, advertising that hinders the normal use of an email list, or advertising that causes disturbing noise through loudspeakers. Disturbing campaigning of other electoral alliances or election circles and candidates by, for instance, slandering in social media or someplace else is prohibited. Also, advertising that gives an unfavorable impression on opposing candidates or electoral alliances and election circles is considered to be disturbing advertising.

Election advertising is allowed through the Oulu Student Magazine (Oulun ylioppilaslehti) with the permission of the Editor-in-Chief. It is possible to buy advertisement space on the Oulu Student Magazine's website.

Candidates can advertise the elections, themselves or their electoral alliance and election circle in their clothing.

Candidates and electoral alliances or election circles can arrange public events where they tell about themselves. Informing the public about these kinds of events is subject to the same instructions as the election advertisement.

**The electoral alliance and the election circle are responsible for the appropriateness of their candidates' advertisements.**

## Electoral peace

The voter's right to secrecy must be respected. When voting on an electronic device, an adequate space must be provided to assure that the secrecy of voting is retained.

It is prohibited to uphold unofficial voting election booths or space (for example computers) for voting. Voting stunts or events organized by societies where people are encouraged to vote in student council elections are allowed.

### **Pressuring and bribery is prohibited.**

Encouraging voters to cast a vote for a certain group or candidate by offering rewards, for example coffee tickets, overall patches or other merchandise, is prohibited. Handing over or selling your own vote, such as by receiving money or other goods, is not allowed. Distributing materials during the normal campaigning process is allowed.

The Central Electoral Committee of the Student Union can administer disciplinary action due to violation of these ethical rules in accordance with the means described in the election regulations. The consequences **for an individual candidate** may be a written warning or forfeiture of their eligibility. The consequences **for an electoral alliance or an election circle** may be a written warning, a public reprimand, or disassembling the electoral alliance or the election circle in question.

If the offender is a society operating within the Student Union, the society may be punished by denying the opportunity to apply for yearly society grants or training. If the offender is some other party supporting an electoral alliance or an election circle financially or contributionally, the consequences may be directed to the electoral alliance or the election circle in question. The process of hearing and processing the violations are further detailed in section 33 of the Election Regulations of the Student Union of Oulu University.

The Central Electoral Committee wishes that all the voters, candidates, electoral alliances and election circles to have upright election spirit and respectful behavior towards other voters, candidates, electoral alliances and election circles.

## **Adding to the instructions on election advertising**

The Central Electoral Committee can give additional information on election advertising and specify the interpretation of these instructions by publishing them on OYY's official website. In addition, the information is emailed to the representatives of electoral alliances as well as all candidates when possible.

## **Information**

More information on recruiting candidates for electoral alliances and election circles from Eveliina Tiusanen, the election coordinator ([edustajistovaalit@oyy.fi](mailto:edustajistovaalit@oyy.fi)) and from Eetu Leinonen, the Secretary General of the Student Union ([paasihteeri@oyy.fi](mailto:paasihteeri@oyy.fi)). Malpractices in recruiting

candidates and election advertising should be reported to Eevasisko  
Mehtätalo, Chair of the Central Election Board ([kvl@oyy.fi](mailto:kvl@oyy.fi))

In Oulu, September 15, 2025

The Central Election Board of the Student Union of the University of Oulu