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## Regulations concerning advertising for the TaiYo Representative Council elections 2025

### ELECTION ADVERTISING

**1. Election advertising.** All marketing communications promoting the position of a particular candidate or electoral alliance are considered election advertising. The person or group promoting the ad is considered to be the person or group that the ad promotes.

**2. Time of advertising.** Election advertising for the Representative Council elections is allowed from 22.10.2025 at 10 AM. Ad setters must collect their ads by 6 PM on 9.11.2025.

**3. Election advertising campuses.** In the buildings of the Academy of Fine Arts, the Sibelius Academy and the Theatre Academy and in their immediate vicinity, election advertising is permitted in a way that does not infringe private property or disturb people. The Central Election Committee recommends using the locations indicated in section 10. Academies can restrict election advertising on their premises, while treating all candidates equally.

**4. Online election advertising.** Online election advertising is permitted in accordance with good manners. All forms of illegal, intrusive and inappropriate advertising are prohibited. Advertising on mailing lists managed by Uniarts Helsinki and its academies is allowed in moderation.

### INAPPROPRIATE BEHAVIOUR

**5. Disruptive election advertising.** Disruptive election advertising is prohibited. For example, advertising that hinders the normal use of a discussion forum or email list, advertising that causes disturbing noise through sound equipment or advertising that interferes with educational events can be considered disturbing. Unduly disadvantageous disadvantage for other candidates or electoral coalitions/alliances in connection with one's own election advertising can also be considered intrusive advertising.

**6. Advertising in the name of the Student Union.** Election advertising on behalf of the Student Union is also prohibited for its official representatives (board, employees, chairpersons of the representative council). As private individuals, election advertising is also allowed for the above-mentioned persons. The above does not preclude the equal sending of informational messages about the candidates of an entire union or ring on behalf of the Student Union.

**7. Electoral peace.** During the election process, all election advertising in the immediate vicinity of polling stations is prohibited.

**8. Penalties for Violation of Regulations.** The Central Election Committee may impose penalties on candidates, electoral alliances and election circles for violating the rules and regulations issued by the Central Election Committee (such as these advertising regulations). At the discretion of the Central Election Committee, the following forms of punishment are available:

1. a written warning;
2. restrictions on election advertising by a candidate, electoral coalition or electoral alliance;
3. Exclusion from elections.

In addition, compensation may be charged for damages caused by election advertising from the person who caused the damage in accordance with the Tort Liability Act.

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## MISCELLANEOUS PROVISIONS

**9. Supplementing the provisions on election advertising.** If necessary, the Central Election Committee may, at its meeting, supplement these provisions. These supplements will be sent for information to the representatives of electoral alliances and all candidates and will be published on the election website.

### 10. Election advertising locations

#### Academy of Fine Arts

- Sörnäisten rantatie 19, Helsinki

#### Sibelius Academy

- Töölönlahdenkatu 16 C, Helsinki (M-building)
- Pohjoinen Rautatiekatu 9, Helsinki (R-building)
- Nervanderinkatu 13, Helsinki (N-building)

#### Theatre Academy

- Haapaniemenkatu 6, Helsinki

#### Kuopio unit

- Kuopionlahdenkatu 23 C, Kuopio

#### Seinäjoki unit

- Nyykoolinkatu, Seinäjoki

## TIPS FOR ELECTION ADVERTISING

**Election posters and other materials.** Election posters are a good way to be visible on university campuses. It is good to indicate at least who it advertises, candidate numbers (when known), perhaps a picture of the candidate(s), why this candidate(s) should be elected to the Representative Council and, in general, which elections the poster relates to. In addition to election posters, you can come up with any other material: brochures, business cards, advertising mascots and more.

**Election compass.** Each candidate has the opportunity to add a small description of themselves to the election compass and answer the questions in the election engine. It is definitely worth taking advantage of this opportunity! Failure to fill in the election compass may give an indifferent and unmotivated impression of the candidate. Electoral coalitions, election alliances or candidates can also produce their own websites, where it is possible to tell more extensively about their own and common goals.

**Social media.** Social media is a great channel to reach your friends, in particular. People can be reminded of elections and e.g. share your own election compass answer page conveniently via Facebook and other social media channels. The election website will be updated with current issues related to the elections.

**Election events.** Electoral coalitions or individual candidates, alone or jointly, can organise election events and advertise their candidacy there. Events are a good way to meet voters face-to-face, discuss your goals and increase voter turnout in general. You can also apply for a small grant from the Student Union Board for joint election events open to all (e.g. election carnivals or fairs organised by electoral alliances).

**Helsinki 7.10.2025**

**CENTRAL ELECTION COMMITTEE OF THE UNIVERSITY OF THE ARTS STUDENT UNION**

**Further information, including reports of election advertising abuse and disruptive election advertising:**

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