



Ethical Guidelines for the Student Union Council Election and Election Campaigning in 2023

These Ethical Guidelines for the TYU Student Union Council Election are intended to ensure that every electoral alliance has equal opportunities for recruiting candidates and that every alliance and candidate has equal opportunities for campaign advertising.

Furthermore, the purpose of the Ethical Guidelines is to guarantee every voter and potential candidate the freedom to make their own decision on who to vote for or which group to stand as a candidate for.

Campaigning and campaign advertising come in many forms, such as election announcements, opinion pieces, columns and blogs, websites, social media profiles, videos and other audiovisual material, flyers, election events and other activities related to campaigning and campaign advertising.

If necessary, the Central Election Committee may expand on these Ethical Guidelines.

Recruitment of candidates

Announcements concerning the recruitment of candidates may only be distributed with permission from the owner of the communication channel.

- When recruiting via email lists, you must always obtain permission from the administrator of the list in question.
- Campaign posters and announcements may only be placarded when approved by the owner of the notice board.
- When recruiting on social media pages or groups, you must have permission from the administrator of the page or group.
- Candidate recruitment in teaching situations or in their immediate vicinity is strictly prohibited.
- When potential candidates are approached personally, only the electoral coalition's own contacts may be used for this purpose. For



example, you may not use lists of new students or tutors acquired from university faculties.

- Recruitment shall not be done while the potential candidate is under the influence of alcohol or drugs. Pressuring and bribery are also forbidden methods of recruitment.

Campaign advertising

Campaign advertisements may only be distributed with permission from the owner of the communication channel.

- Campaign events must be organised in accordance with TYY's Equality Plan and Principles for a Safer Space, which can be found on TYY's website.
- The Central Election Committee has not set time or location restrictions for campaign advertising. This applies to advertising in all areas of the University of Turku.
- Each electoral coalition may place one (1) A3 advertisement or two (2) A4 advertisements in each of the poster stands set up by the TYY Central Election Committee. Adverts of individual candidates who are part of a coalition are not allowed in the stands!
- You may not cover up, relocate or smudge other coalitions' adverts. The Central Election Committee may reorganise the advertisements if their placement prevents the efficient use of the stand.
- Advertising is also allowed on the university's public notice boards that are meant for students, but not on the university's own official notice boards.
- Advertising on organisations' own information channels is permitted only with permission from the organisation in question.
- When advertising, avoid littering. For example, do not leave your flyers lying around.
- Advertisements can be placed in student restaurants with the restaurant owner's permission.



- You may not distribute your own election materials with the Turku Student Magazine.
- Campaigning must be done in good taste. You may not disrupt the campaigns of other coalitions or candidates. For example, do not slander them on social media or elsewhere.
- Derogatory, offensive or inappropriate language shall not be used in campaign advertising. Bullying is prohibited.

Advertising during the voting period

- All candidates and electoral coalitions must have equal opportunities to participate in the campaigning organised by The Central Election Committee. The same is true for the Committee's election information points. The information provided by the Central Election Committee shall be unbiased.
- You may not run an unofficial polling station (for example, by having a computer that others can vote on) or give out rewards for voting.
- The privacy and consent of voters must be respected. You may not pressure someone to use their vote or pressure them during the actual voting process.
- On voting days, it is forbidden to advertise candidates, electoral coalitions or electoral alliances in IT classes or in the vicinity of the university's public computers or loan computers.
- Advertising in the immediate vicinity of teaching situations is prohibited during the election.
- You may not incentivise voting for a specific candidate or group, for example by offering coffee vouchers, overall badges or other commodities in exchange for votes. It is also forbidden to sell or gift your vote to someone else. However, distributing materials in the context of normal campaigning is allowed.
- Alcohol or other intoxicants may not be distributed as campaign material.



The TYY Central Election Committee may punish violators of these Ethical Guidelines by means that are in accordance with the Election Rules. **In the case of an individual candidate**, the sanctions may take the form of a written warning or the loss of eligibility. **The sanctions for an electoral coalition or electoral alliance** can be a written warning, a public rebuke or the dissolution of the electoral coalition or alliance.

If the offender is a TYY organisation, the organisation may be punished by the means specified in the TYY regulation on organisations and financial support. If the offender is some other party that supports the electoral coalition or alliance, either financially or with their labour, the sanctions may be imposed on the coalition or alliance in question.

The Central Election Committee hopes that all voters, candidates and electoral coalitions show good sportsmanship and behave respectfully and encouragingly towards other voters, candidates, electoral coalitions and electoral alliances.

Turku, 29 May 2023

TYY Central Election Committee