

MEDIA RELEASE

CAMPAIGNING GUIDELINES APPLICABLE FROM NOMINATION DAY TILL END OF POLLING

GENERAL ELECTION 2025

Nomination Day is 23 April 2025 (Wednesday). If more than one candidate (or group of candidates) stand nominated for an electoral division on Nomination Day, the Returning Officer will declare 3 May 2025 (Saturday) to be Polling Day. All persons, including candidates, are advised of the following guidelines during the election period.

PUBLIC DISPLAY OF TRADITIONAL ELECTION ADVERTISING

2 Public display of Traditional Election Advertising (TEA), i.e. non-online election advertising in the form of a banner, flag or poster, during the campaign period¹ must comply with the Parliamentary Elections Act 1954 and Parliamentary Elections (Election Advertising) Regulations 2024 and must not contain content that contravenes the other laws of the land, such as seditious materials or materials that may cause alarm and distress.

3 Candidates may campaign using TEA as long as they comply with the controls on the quantity and size of the TEA, and location, manner and period of display of the TEA and any further conditions stated in the Returning Officer's (RO) permit.

4 The RO has authorised AETOS Security Management Pte Ltd to enforce the rules on the display of TEA during the election. Generally, for every unauthorised or non-compliant TEA reported, the candidate or election agent concerned will be notified to rectify the TEA in question within three hours of receiving the notification.² If it is not rectified, the RO may direct AETOS to remove the TEA. The candidate will then be required to bear the expense to remove each TEA, and declare it as part of his election expenses.

5 Please refer to *Physical Campaigning* webpage for more details (https://www.eld.gov.sg/candidate_parliamentary_campaign.html).

WALKABOUTS AND HOUSE VISITS

6 Candidates may conduct walkabouts and house visits without the requirement of a permit from the Police if they meet the conditions of exemption set out in the Public Order (Exempt Assemblies and Processions) Order 2009 which includes, but are not limited to³, the following:

¹ The campaign period is defined as the period between the end of nomination proceedings on Nomination Day till the start of the eve of Polling Day (i.e. Cooling-off Day).

² If the existing TEA poses a safety hazard (e.g. obstructing view of drivers), the rectification window will be one hour. However, if the existing TEA poses an imminent threat to public safety, it will be immediately removed by the AETOS personnel authorised by the Returning Officer.

³ Candidates are advised to refer to Exemption No. 8 of the Second Schedule of the Public Order (Exempt Assemblies and Processions) Order 2009 for the full set of exemption conditions.

- (a) the candidate, election agent, or authorised person (i.e., authorised by candidate to conduct election activity) is present during the walkabout or house visit, so that the event is conducted responsibly;
- (b) it is held within the campaign period, at any time between 7.00 a.m. and 10.30 p.m.;
- (c) does not result in the obstruction of any public road or public place, public disorder, damage to properties, or noise that causes disruption to residents or activities in the vicinity; and
- (d) does not involve the display of any visible representation that contains violent, lewd or obscene materials, or the erection or use of any stage.

USE OF BROADCAST AIRTIME FOR CAMPAIGNING

7 Party Political Broadcasts (PPBs) refer to free broadcast airtime for eligible political parties to share their campaigning messages with the voters during the campaign period.

8 Political parties that field at least six candidates under a recognised party symbol are eligible for PPBs. Each party will be allocated two PPBs, which will be carried across six Mediacorp television channels, and 13 Mediacorp, SPH and So Drama! Entertainment radio stations. The first PPB will be aired on 25 April 2025 and the second PPB on 1 May 2025. Political parties may deliver their campaigning messages during PPBs in all or any of the four official languages i.e. English, Mandarin, Malay and Tamil.

9 The PPBs must comply with all applicable codes of practice for television and radio. This includes ensuring that the content of the PPBs presents references to race and religion accurately and in a dignified manner. In addition, the content of PPBs should not be slanted by exclusion of facts or by misleading emphasis, and should not be defamatory or criminal in nature.

10 For more information on PPBs, please refer to this factsheet (<https://www.imda.gov.sg/resources/press-releases-factsheets-and-speeches/factsheets/2025/general-election-2025>)

ONLINE CAMPAIGNING

11 Online campaigning is another way which candidates can reach out to voters, such as through publishing election advertising on social media, podcasts, websites, and emails. Candidates are to comply with the rules for Online Election Advertising⁴ (OEA) in the Parliamentary Elections Act 1954 and Parliamentary Elections (Election Advertising) Regulations 2024, which are put in place to ensure transparency and accountability of OEA.

12 All persons are also reminded that while Singapore Citizens can put up unpaid OEA on their own accord except from the start of Cooling-off Day until the end of polling on Polling Day, the publishing of paid OEA can only be undertaken by political

⁴ Online Election Advertising is any material which is published online or in public chat messaging groups that can reasonably be regarded as intended to promote or prejudice the electoral success or standing of a political party or candidate.

parties, candidates, their election agents or third parties that have received written authorisation from a candidate or election agent to do so.

13 After the end of nomination proceedings on Nomination Day, successfully nominated candidates will be safeguarded from false depictions under the Elections (Integrity of Online Advertising) (Amendment) Act. The publication of digitally generated or manipulated⁵ OEA that misrepresents a nominated candidate's speech or actions is prohibited. This rule is intended to uphold the truthfulness of candidate representation, and protect electoral integrity. For more information on the OEA rules, please refer to the factsheet at [**Annex**](#).

USE OF FILMS IN CAMPAIGNING

14 The use of films in campaigning is subject to the Films Act 1981, which prohibits the importation, making, reproduction, distribution or exhibition of party political films.⁶ The prohibition applies to all persons and is meant to keep politics objective and rational. The Films Act 1981 provides for certain exceptions that would not be considered party political films. These exceptions are meant to allow films that are factual and objective, and do not present a distorted picture of facts. For more information on party political films, please refer to the factsheet at [**Annex**](#).

PUBLICATION OF ELECTION SURVEYS AND EXIT POLLS

15 In accordance with the Parliamentary Elections Act 1954, the publication of results of election surveys and exit polls – such as a poll on who the voters are likely to vote for, or have voted for – is disallowed from the day that the Writ of Election is issued until the close of polls on Polling Day, both days inclusive. For more information on the rules on election surveys and exit polls, please refer to the factsheet at [**Annex**](#).

COOLING-OFF PERIOD

16 A Cooling-off Period where all campaigning must stop will be observed starting from the eve of Polling Day (i.e. Cooling-off Day) and ending when polls close on Polling Day. The publishing or republishing of any form of election related content is not allowed. This applies to both posting of new TEA and OEA and reposting of existing TEA and OEA. For more information on OEA rules during this period, please refer to the factsheet at [**Annex**](#).

ELECTION MEETINGS (RALLIES OR GATHERINGS AT ASSEMBLY CENTRES)

17 Candidates must apply for a Police permit to hold an election meeting. We encourage candidates to apply for the permits online, via the Singapore Police Force website (www.police.gov.sg/e-services). Applications can also be made in person by the candidate or his/her election agent at the Police Elections Permit Office ("PEPO").

⁵ This includes content generated or manipulated using both Artificial Intelligence (AI) and non-AI techniques. Non-AI techniques include editing via Photoshop, dubbing, and splicing.

⁶ The Films Act defines a party political film as a film 'which is an advertisement made by or on behalf of any political party in Singapore or anybody whose objects relate wholly or mainly to politics in Singapore, or any branch of such party or body'. It is also one 'which is made by any person and directed towards any political end in Singapore'.

18 Applications for election meeting permits may only be submitted after the close of nomination proceedings.⁷ The application must be submitted at least a day before the intended date of the election meeting, by the designated time.⁸

19 Candidates have a responsibility to get their supporters to respect the law, and to calm the supporters down should the situation show risk of degenerating into public disorder and to pose safety concerns, at election meetings. They should intervene proactively and promptly.

PERAMBULATING VEHICLES

20 Candidates may use vehicles (whether mechanically propelled or otherwise) to broadcast pre-recorded election messages during the campaign period. They must apply for a Police permit to do so. Candidates are not allowed to give 'live' speeches from the vehicles or provide public entertainment during the broadcast. If the vehicles used have open decks, no persons are allowed on the open deck.

21 Candidates who wish to apply for a perambulating vehicle permit may do so online via the Singapore Police Force website (www.police.gov.sg/e-services), at least a day before the intended commencement date of the perambulating vehicles, by the designated time.⁹

22 Additional information pertaining to election meetings, vehicle processions, no-fly zones, and temporary revocation of exemptions at Speaker's Corner, can be found on the Singapore Police Force website.

NO FOREIGN INTERFERENCE, NEGATIVE CAMPAIGNING AND PROHIBITED PERSONS

23 The outcome of Singapore's elections must be for Singaporeans alone to decide. As such, candidates must play their part to mitigate the risk of becoming vectors or victims of foreign interference.¹⁰ Candidates should enhance their understanding of the threat and be alert to suspicious behaviours and hidden agendas, so that their election campaign is free from foreign interference.

24 Only Singapore Citizens can take part in elections and campaigning. Any Singapore Citizen who wishes to conduct any election activity (whether online, offline

⁷ PEPO will conduct an in-person briefing for candidates and election agents on the application of Police permits after the close of nomination proceedings. This will be held at 1.00 p.m. at PEPO, located at Level 2 of the Police Cantonment Complex (391 New Bridge Road, Singapore 088762).

⁸ The earliest day for an election meeting to be held is a day after Nomination Day. Applications for election meetings to be held the day after Nomination Day must be submitted by 4.00 p.m. on Nomination Day. Applications for election meetings to be held on other campaigning days must be submitted by 2.30 p.m. at least a day before the planned election meeting.

⁹ The earliest day on which perambulating vehicles can be used is the day after Nomination Day. Applications for the use of perambulating vehicles on the day after Nomination Day must be submitted by 4.00 p.m. on Nomination Day. Applications for the use of perambulating vehicles on all other campaigning days must be submitted at least a day before the intended use, by 2.30 p.m. If an application is submitted after 2.30 p.m., the perambulating vehicle cannot be used on the next day, but only the day after that. Applicants may use perambulating vehicles during the period from the day after Nomination Day, until the eve of Cooling-off Day.

¹⁰ Foreign interference refers to activities conducted by foreign actors—such as foreign governments and organisations—that interfere in the politics and policies of the target country. The goal of foreign interference is to advance the foreign actor's own interests.

or both) for a candidate must first be in possession of a written authority signed by the candidate or his election agent.

25 Individuals (i) who are below 16 years of age, (ii) against whom an order of supervision has been made under section 30(1)(b) of the Criminal Law (Temporary Provisions) Act 1955, or (iii) who are foreigners¹¹ and foreign entities, are prohibited from taking part in any election activity. Candidates should not solicit foreign support for their campaign.

26 Candidates, their elections agents and their authorised representatives should conduct election campaigning in a responsible and dignified manner that befits the seriousness of the election process. They should steer away from negative campaigning based on hate and denigration of opposing candidates. They should not make false statements, for example, unfounded allegations of corruption or commission of criminal offences, or statements that may cause racial or religious tensions or affect social cohesion.

CAMPAIGNING BY POLITICAL PARTIES AND CIVIC ORGANISATIONS ON BEHALF OF A CANDIDATE

27 Under the Parliamentary Elections Act 1954, any person who conducts activities to promote or procure the electoral success or enhance the standing of a candidate, must be individually authorised in writing by the candidate or his election agent before the conduct of the said election activity.

28 Civic, business or professional bodies that wish to participate in any political activity or allow their funds or premises to be used for political purposes need to ensure that their constitutions allow them to do so, and that they do not contravene any laws that they are subject to. Such political activities include endorsing certain candidates and publishing advertisements or issuing press statements to express support for a candidate. Advertisements or statements that amount to election advertising should comply with the Parliamentary Elections Act 1954.

29 While such bodies should have their own processes to consult their members and consider the merits of supporting a candidate, it remains each individual's right as a voter, regardless of his membership of any organisation, to freely decide whom to support and how to cast his vote.

**ISSUED BY
ELECTIONS DEPARTMENT
PRIME MINISTER'S OFFICE**

21 April 2025

¹¹ Permanent residents or persons issued with a work pass are, however, allowed, under the Parliamentary Elections (Exemption from section 83(1)(c) and (2)) Regulations 2011 if they have a contract for service with a candidate, a candidate's election agent, or an authorised person, to undertake set-up and tear-down of traditional election advertising and rally sites / assembly centres. The Parliamentary Elections (Exemption from section 83(1)(c) and (2)) Regulations 2011, also allow some foreign family members of election candidates to take part in some election activities.

FACTSHEET

ONLINE ELECTION ADVERTISING, PARTY POLITICAL FILMS, ELECTION SURVEYS, AND EXIT POLLS FOR GENERAL ELECTION 2025

The relevant rules concerning Online Election Advertising (OEA),¹² Party Political Films (PPFs), election surveys, and exit polls, which will apply during the election period are as follows.

ONLINE ELECTION ADVERTISINGUnpaid Online Election Advertising published by Singapore Citizens

2 Singapore Citizens can put up unpaid OEA on their own accord except during the Cooling-off Period, where the publishing of any OEA is prohibited. The Cooling-off Period is the period which starts from Cooling-off Day and ends with the close of polling on Polling Day.

Paid Online Election Advertising

3 The publishing of paid OEA is reserved for political parties, candidates and their election agents. Third parties, i.e. any person that is not a political party, candidate, or election agent, can only publish paid OEA if they receive written authorisation from a candidate or election agent from Nomination Day.

4 All paid OEA must be declared to the Returning Officer by the candidate or election agent, and abide by the published-by requirements. This ensures accountability and prevents the use of paid advertisements as a conduit for foreign interference in the elections process, or to bypass the election expense limits for candidates.

Published-by requirements

5 Under the published-by requirements, all OEA, whether paid or unpaid, must display clearly the full names of all persons who played an active role in publishing it. This comprises persons (a) responsible for publishing the OEA, (b) who approved the content of the OEA, and (c) who directed that the OEA be published. In addition, paid OEA is required to include a message or statement to indicate that it has been sponsored or paid for, and the full names of the persons who paid for it.

6 Singapore Citizens who are not candidates or election agents are exempted from the published-by requirements if they post unpaid OEA in their individual capacity, and not at the direction of others.

¹² Online Election Advertising is any material which is published online or in public chat messaging groups that can reasonably be regarded as intended to promote or prejudice the electoral success or standing of a political party or candidate.

Digitally generated or manipulated Online Election Advertising

7 Publishing digitally generated or manipulated OEA that realistically misrepresents a prospective or nominated candidate's speech or actions is prohibited during the election period.¹³ This includes both content created using generative-AI technology, or altered using digital means. Candidates who have been misrepresented by such content may make a request and formal declaration to the Returning Officer to review the content.

No election advertising to be published during Cooling-off Period

8 Election advertising (including paid and unpaid OEA) is not allowed on the eve of Polling Day (i.e. Cooling-Off Day) and Polling Day. OEA that was already lawfully published before Cooling-off Day and remains unchanged after its publication, need not be taken down. However, republishing existing OEA is considered to be publishing new OEA, and is also prohibited on Cooling-Off Day and Polling Day. Examples include sharing, resharing, reposting or boosting existing OEA.

Ban on foreigners and foreign entities publishing Online Election Advertising

9 The outcome of Singapore's elections must be for Singaporeans alone to decide. Individuals who are not citizens of Singapore are prohibited from taking part in any election activity, and publishing or displaying any election advertising during the election period, i.e., from the issuance of Writ to close of polling on Polling Day.

PROHIBITION OF PARTY POLITICAL FILMS

10 The Films Act 1981 prohibits the importation, making, reproduction, distribution or exhibition of party political films. The prohibition applies to all persons and is meant to keep politics objective and rational.

11 A party political film is a film that (a) is an advertisement made by or on behalf of any political party in Singapore or any body whose objects relate wholly or mainly to politics in Singapore, or (b) is made by any person and directed towards any political end in Singapore.

12 The Act provides for certain exceptions that would not be considered party political films. The exceptions, which are generally described below, include:

- (a) Films that record live the whole or a material proportion of any performance, assembly of persons or procession that is held in accordance with the law and that do not depict any event, person or situation in a dramatic way;
- (b) Films designed to provide a record of an event or occasion that is held in accordance with the law for those who took part in the event or occasion;
- (c) Documentary films without animation and composed wholly of an accurate account of actual events, persons or situations (but not films based wholly or substantially on unscripted or "reality" type programmes or films that depict those events, persons or situations in a dramatic way);

¹³ The list of prospective candidates will be published on the ELD website during the elections period. These individuals have paid their election deposit and consented for their names to be published on the ELD website between the issuance of the Writ of Election and the end of nomination proceedings on Nomination Day.

- (d) Films without animation and dramatic elements, made by or on behalf of a political party, and composed wholly of the party's manifesto or the policy or ideology on which the party's authorised candidates will seek to be elected to Parliament;
- (e) Films without animation and dramatic elements, made by or on behalf of a candidate, and composed wholly of the policy or ideology on which the candidate will seek to be elected to Parliament;
- (f) Films made solely for the purpose of reporting of news by a licensed broadcasting service.

13 Viewed generally, these exceptions, and in particular the prohibition of dramatisation and animation, are generally meant to allow films that are factual and objective, and do not present a distorted picture of facts.

14 For example, a film that records live one or more lawful community events involving a candidate, with editorial adjustments (e.g. in the form of music or compilations) that do not distort any facts or otherwise mislead viewers, is generally unlikely to be regarded as a party political film. By contrast, a film containing editorial adjustments that present a distorted or misleading account of any political matter is likely to fall within the definition of a party political film.

15 All political parties and candidates must ensure that their films do not contravene the law. Persons who make or publish party political films may be subject to investigations and prosecution under the Films Act 1981. If in doubt over the contents of a film, political parties and candidates are advised to consult the IMDA.

16 Videos uploaded online should also comply with the Internet Code of Practice (ICOP).

BAN ON ELECTION SURVEYS AND EXIT POLLS

17 An election survey is an opinion survey of how voters will vote at an election or of the preferences of voters respecting any candidate or any issue with which an identifiable candidate is associated at an election.

18 The publication of the results of an election survey, or any content purporting to be the results of an election survey, is not allowed during the election period. For example, the public should not create survey polls on social media platforms (e.g. Instagram, TikTok), online forums (e.g. Reddit), messaging services (e.g. WhatsApp, Telegram), or websites, where the results can be viewed, as this will be considered a breach. Reposting the results of an election survey is also not allowed.

19 The publication of the results of an exit poll is not allowed during the election period. An exit poll is any (a) statement on how voters have voted at the election, or (b) forecast on the result of the election, where the statement or forecast is (or might reasonably be taken to be) based on information from voters after they have voted.