



## EMAIL STANDING ORDER

### SECTION 1: OVERVIEW

- 1.1 The SMUSA Email Standing Order regulates the sending of mass emails and targeted emails by SMU clubs and societies.
- 1.2 Refer to Appendix A for the rationale behind specific regulations in the Standing Order.
- 1.3 For the purposes of this Standing Order, “clubs and societies” includes SMUSA, constituent bodies (CBds), as well as all student-run clubs, societies, event committees and other committees under the purview of SMUSA, CBds, or SMU schools, offices, centres and institutes.
- 1.4 For the purposes of this Standing Order, a **mass email** is an email sent to substantially all SMU undergraduate students and/or all SMU clubs and societies.

Explanation. – A club will be taken to have sent a mass email if the email is sent to “**SMU Students (Undergraduate)**”, “**All UG Students**”, “**All Clubs and Societies**”, “**All SOCI Clubs**” or any other mailing group or combination of mailing groups which includes substantially all SMU undergraduate students and/or all SMU clubs and societies.

#### *Illustration*

Club A sends an email to all school-specific mailing groups (i.e., “Accountancy Students”, “Business Students”, “Law Students”, “Economics Students”, “Social Sciences Students”, “Information Systems Students – BSc” and “Computer Science Students”). Even though this email was not sent specifically to the “SMU Students (Undergraduate)” or “All UG Students” mailing group, it would still be considered a mass email as it was sent to all undergraduate students.

- 1.5 For the purposes of this Standing Order, a **targeted email** is an email sent to one or more mailing groups which, when taken together, do not comprise substantially all SMU undergraduate students and/or all SMU clubs and societies.

## **SECTION 2: LIMITATIONS ON NUMBER OF MASS EMAILS**

- 2.1 Maximum of **2** mass emails **per week** and maximum of **1** mass emails **per day**, except during the Restricted Period as referred to in section 2.3 and 2.4.
- 2.2 Maximum of **1** mass emails **per week** during the Restricted Period as referred to in section 2.3 and 2.4.
- 2.3 The Restricted Period will begin no more than 14 days before the start date of Vivace and end no more than 7 days after the end date of Vivace.
- 2.4 The SMUSA Honorary General Secretary (**HGS**) will designate the start and end dates of the Restricted Period and will notify all clubs and societies in writing of the dates no later than 21 days before the start date of Vivace.
- 2.5 If the SMUSA HGS fails to notify all clubs and societies of the start and end dates of the Restricted Period in accordance with section 2.4, the Restricted Period will not apply.
- 2.6 Section 2.2 will not apply to specified email accounts belonging to SMUSA and the CBds, as designated by the SMUSA HGS and stated in Appendix B of this Standing Order.
- 2.7 For the purposes of this section, the week starts from Monday 0000hrs and ends on Sunday 2359 hrs.

## **SECTION 3: LIMITATIONS ON SIZE OF MASS EMAILS**

- 3.1 Mass emails **should not exceed 512kb** in size.
- 3.2 Refer to Appendix C for guidelines in ensuring that the size of mass emails sent adhere to section 3.1.

## **SECTION 4: TARGETED RECIPIENTS**

- 4.1 Mass emails to “**All Clubs and Societies**” and “**All SOCI Clubs**” are discouraged unless they pertain to the interest of every club and society.
- 4.2 Clubs and societies may promote events to “**All Yr 202X International Exchange Students**”, of which the year refers to the current one, or “**All Exchange Students**”, but they must also **cc** “**ISEP\_INBOUND**” ([isep.inbound@smu.edu.sg](mailto:isep.inbound@smu.edu.sg)) in the email.
- 4.3 School CBd Management Committees and constituent clubs are allowed to send email blasts to their own school population without restrictions on the number/frequency of blasts. However, it is highly encouraged to do so within reasonable limits.
- 4.4 Clubs and societies must seek the approval of the SMUSA **HGS** at [secretary@sa.smu.edu.sg](mailto:secretary@sa.smu.edu.sg) for sending emails to “SMU Students (Postgraduate)”, “All PG Students”, or any other mailing group which does not comprise only of SMU

undergraduate students, SMU exchange students, or SMU clubs and societies.

4.5 For the purposes of section 4.4, approval must be sought at least three working days in advance of the date on which the club or society intends to send out the email.

## **SECTION 5: EMAIL CONTENT**

5.1 No obscene or offensive language and pictures should be used.

5.2 Clubs should avoid mentioning other clubs in their email, except in instances of collaboration between clubs, to prevent any misunderstandings and unhealthy rivalry amongst clubs.

5.3 Clubs and societies are not allowed to send emails on account of favours to non-SMU organisations.

5.4 Clubs/Societies are not allowed to send emails on behalf of other clubs/societies.

5.5 CBds are allowed to send emails on behalf of their constituent clubs. Such mass emails will use up the allocated quota for the CBd as well.

5.6 OCSPs not organized by a parent club/society (e.g., A Community Service Club under SICS) are only allowed to send email blasts through their C4SR managers.

5.7 When sending out corporate mass emails on behalf of sponsors/business partners, clubs and societies must adhere to the provisions in the SMUSA Sponsorship Standing Order that govern the sending of such emails.

5.8 Clubs are strongly encouraged to include alternative text as part of their mass emails. Such alternative text should describe what is pictured in the image or infographic featured in the mass email.

5.9 Refer to Appendix D for guidelines in terms of incorporating alternative text.

5.10 Clubs are strongly encouraged to indicate event details within the email body, on top of the existing image or infographic, if any.

## **SECTION 6: PDPA CLAUSE – UNSUBSCRIBE LINK**

6.1 All clubs and CBds are to provide an option to unsubscribe, as seen below for **ALL** their mass emails. For more enquiries, please approach your individual club manager/s.

<p>Should you wish to unsubscribe: Internal recipients of SMU, please visit <a href="https://smu.sg/emailrules">https://smu.sg/emailrules</a> for instructions on how to filter away this EDM.</p>
--

SENDER	RECIPIENTS	EMAIL CONTENT	PDPA UNSUBSCRIBE LINK
<ul style="list-style-type: none"> <li>• All Student Clubs / Societies</li> <li>• All CBds</li> </ul>	<b>Target and niche groups</b> (e.g., CCA and school club members like SMU Bowling members, All Business students)	Specific and relevant matters to the target group	No need to include Unsubscribe Link
	All Undergraduates	Matters which the sender needs to reach out to everyone (e.g. Recruitment for club ExCo)	Include Unsubscribe Link
SMUSA	All undergraduates and target/niche groups	Matters sent out by SMUSA needs to reach out to everyone	No need to include Unsubscribe Link

## **SECTION 7: EMAIL GUIDELINES FOR STUDENTS**

- 7.1 Students are **not allowed** to send mass emails to students with whom they are not personally acquainted, and/or do not need to receive the email.
- 7.2 Retrieval of contacts, with whom they are not personally acquainted, from the SMU mailing list to advance their personal interests and for commercial activities is considered an abuse of the mailing privileges.

## **SECTION 8: ADDITIONAL REMINDERS REGARDING EMAIL BLASTS**

### **8.1 Test sending your mass email**

- (a) Clubs and societies are advised to send test emails from the club/society's account to their personal account(s) to check the size of the email, before sending it out as a mass email.

- (b) **Clubs and societies should check the email size in the receiver's inbox and not the sender's sent folder.** There may be discrepancies in terms of email size for Mac users, therefore Mac users are advised to send test emails to a Windows user instead.
- (c) The time difference between sending the test email and the actual mass email should be no more than 15 minutes.
- (d) After sending the actual email blast, clubs and societies are advised to wait for at least 30 minutes to check if the email is successfully disseminated. In the case that the club's mass email is not successfully disseminated, please contact the SMUSA HGS for help. Clubs and societies should not resend the mass email within the same day.
- (e) In case of any dispute over the breach, please keep a copy of the test emails and the actual mass email to be submitted as evidence. The appellant may be required to present the evidence in-person at the SMUSA Hub.

## 8.2 Recalling your mass email

- (a) If there is a need to recall the mass email, clubs and societies should do so within 15 minutes after clicking the send button. All late recalls will be considered as a 2<sup>nd</sup> email and therefore, a violation of the standing order. A recalled mass email will still be counted as one mass email being sent out.
- (b) Please contact the SMUSA HGS if the club or society needs to send another mass email. Do not resend the mass email within the same day.
- (c) Recalled emails with a file size above 512kb will also be considered as a violation of standing order.
- (d) A club that has maxed out its limit of 2 emails a week will have its 3<sup>rd</sup> mass email considered a violation even if it is recalled.

## **SECTION 9: SENDING EMAILS TO UNDISCLOSED RECIPIENTS**

9.1 For the purpose of email monitoring, all CCAs are **not allowed to BCC a mailing group** when sending mass emails.

## **SECTION 10: PENALTIES FOR NON-COMPLIANCE**

10.1 Any violation of the above rules will *automatically* result in a suspension of the offending email account for the durations stated in the tables below.

**Penalties for non-compliance  
(Applicable to all sections except Sections 5.9, 5.10, 5.11 and 6)**

First time	2 weeks
Subsequent times	1 to 3 months (incremental)
Email standing orders <b>except the PDPA clause</b> will adhere to 2 ban cycles of 1 <sup>st</sup> January to 30 <sup>th</sup> June and 1 <sup>st</sup> July to 31 <sup>st</sup> December within the same calendar year.	

<b>Penalties for non-compliance (Applicable to Section 6 only)</b>	
First 2 times	Email Warning
Third time	2 weeks
Subsequent times	1 month
PDPA Clause will adhere to 1 ban cycle of 1 <sup>st</sup> January to 31 <sup>st</sup> December of the ensuing year.	

10.2 Any violation of this Standing Order by clubs and societies or students may be reported to the SMUSA HGS at [secretary@sa.smu.edu.sg](mailto:secretary@sa.smu.edu.sg).

### **SECTION 11: APPEALS**

- 11.1 For the purpose of this section, a penalty notice email is defined as an email sent by the SMUSA HGS or DGS to a club or society, with the intention of notifying the club or society regarding any violations of this Standing Order and the penalties meted. An appeal email is defined as an email sent from a club or society to the SMUSA HGS or DGS, with the intention of appealing against a penalty meted out to the club or society.
- 11.2 Appeals against penalties imposed pursuant to Section 10 will be considered by the SMUSA HGS or DGS on a case-by-case basis.
- 11.3 The result of any appeal is final and binding on the appellant.
- 11.4 In the case of an appeal, clubs must continue to adhere to the ban until a verdict is given on the appeal. If clubs fail to adhere to this clause, the clubs will face additional penalties where relevant.
- 11.5 In the case of any uncertainty during the ban period, clubs and societies may email the SMUSA HGS for clarification.

- 11.6 Appeals must be submitted by sending an email to the SMUSA HGS or DGS who had meted out the penalty.
- 11.7 An appeal can be submitted for either lifting the suspension or disrupting the suspension.
- 11.8 Appeal emails should specify the grounds of appeal and be submitted by the deadline stipulated in the penalty notice email.
- 11.9 Appeals against penalties imposed for non-compliance with Section 3 (Limitations on size of mass emails) should include evidence that the testing procedure in Section 8 was adhered to.
- 11.10 When deciding whether to allow or reject an appeal, the SMUSA HGS or DGS may consider one or more of the following factors;
- (a) whether the evidence submitted by the appellant adequately demonstrates that the appellant has taken all reasonably possible steps to comply with this Standing Order;
  - (b) the number of times which the appellant has breached the rules in this Standing Order during the applicable ban cycle;
  - (c) the conduct of the appellant during the time when the outcome of the appeal is pending, including whether the appellant had breached any of the rules in this Standing Order during that period;
  - (d) whether there are overriding external obligations imposed on the appellant which take precedence over and/or militate against the imposition of a suspension during a particular period;
  - (e) whether the lifting of a suspension will be contrary to the interests of SMU students on any other grounds.
- 11.10 The SMUSA HGS or DGS may impose additional conditions or restrictions as he deems fit when allowing for a suspension to be disrupted, including, but not limited to:
- (a) the date on which the suspension will resume;
  - (b) an increase in the total length of the suspension period;
  - (c) the penalty to be imposed should disruption be allowed, and the appellant chooses to accept the offer to disrupt the suspension.

## **SECTION 12: MISCELLANEOUS**

12.1 Any power conferred on the SMUSA HGS under this Standing Order may be exercised by the SMUSA DGS.

12.2 If there are any queries or disputes over the Standing Order, you may contact the SMUSA HGS at [secretary@sa.smu.edu.sg](mailto:secretary@sa.smu.edu.sg) or the SMUSA DGS at [a.secretary@sa.smu.edu.sg](mailto:a.secretary@sa.smu.edu.sg).



## APPENDIX A: RATIONALE FOR EMAIL GUIDELINES

We hope that a better understanding of the rationale for each email guideline will facilitate compliance. In striking a balance between the concerns of all the different parties, in some way or another, clubs will be restricted. However, these guidelines are not intended to restrict clubs but instead, to manage the emails that students receive daily.

### Email Quota

1. To reduce the number of emails students receive daily and weekly.

### Email Size Limit

1. To prevent the students' email accounts from being flooded
2. To reduce the impact of 'spamming'.

### Targeted Recipient

1. The SMU Students' Association serves only the interest of the Undergraduates. We can only permit clubs to send emails to SMU undergraduate students because only these students are under our purview, and have paid the Student Activity Fee, which entitles them to participate in student club activities.

### Sending emails to undisclosed recipients

1. We monitor the recipients of mass emails sent out by clubs by looking at the "To:" section. The policy enables regulation of mass emails and prevents complaints against clubs in the long run.

## APPENDIX B: LIST OF EMAIL ACCOUNTS EXEMPTED FROM SECTION 2.2

Pursuant to section 2.6, the email accounts listed below are exempted from the limitations on the number of mass emails stated in section 2.2 during the Restricted Period. The limitations in section 2.1, and all other provisions of this Standing Order, will continue to apply to these email accounts.

<b>Governing Body</b>	<b>Exempted Email Accounts</b>
SMU Students' Association (SMUSA)	<a href="mailto:smusa@sa.smu.edu.sg">smusa@sa.smu.edu.sg</a> <a href="mailto:bizcom@sa.smu.edu.sg">bizcom@sa.smu.edu.sg</a> <a href="mailto:smuicon@sa.smu.edu.sg">smuicon@sa.smu.edu.sg</a> <a href="mailto:vivace@sa.smu.edu.sg">vivace@sa.smu.edu.sg</a> <a href="mailto:president@sa.smu.edu.sg">president@sa.smu.edu.sg</a> <a href="mailto:v.president@sa.smu.edu.sg">v.president@sa.smu.edu.sg</a> <a href="mailto:secretary@sa.smu.edu.sg">secretary@sa.smu.edu.sg</a> <a href="mailto:finance@sa.smu.edu.sg">finance@sa.smu.edu.sg</a>

	<a href="mailto:acad.welfare@sa.smu.edu.sg">acad.welfare@sa.smu.edu.sg</a> <a href="mailto:communications@sa.smu.edu.sg">communications@sa.smu.edu.sg</a> <a href="mailto:biz@sa.smu.edu.sg">biz@sa.smu.edu.sg</a> <a href="mailto:events@sa.smu.edu.sg">events@sa.smu.edu.sg</a> <a href="mailto:int.students@sa.smu.edu.sg">int.students@sa.smu.edu.sg</a> <a href="mailto:operations@sa.smu.edu.sg">operations@sa.smu.edu.sg</a>
SMU Arts and Cultural Fraternity (ACF)	<a href="mailto:artscultural@sa.smu.edu.sg">artscultural@sa.smu.edu.sg</a> <a href="mailto:pres.acf@sa.smu.edu.sg">pres.acf@sa.smu.edu.sg</a>
SMU Special Interest and Community Service Sodality (SICS)	<a href="mailto:sics@sa.smu.edu.sg">sics@sa.smu.edu.sg</a> <a href="mailto:pres.sics@sa.smu.edu.sg">pres.sics@sa.smu.edu.sg</a>
SMUXploration Crew (SMUX)	<a href="mailto:xplorationcrew@sa.smu.edu.sg">xplorationcrew@sa.smu.edu.sg</a> <a href="mailto:pres.smux@sa.smu.edu.sg">pres.smux@sa.smu.edu.sg</a>
SMU Sports Union (SSU)	<a href="mailto:ssu@sa.smu.edu.sg">ssu@sa.smu.edu.sg</a> <a href="mailto:pres.ssu@sa.smu.edu.sg">pres.ssu@sa.smu.edu.sg</a>
SMU Accounting Society (ASoc)	<a href="mailto:accsoc@sa.smu.edu.sg">accsoc@sa.smu.edu.sg</a> <a href="mailto:pres.asoc@sa.smu.edu.sg">pres.asoc@sa.smu.edu.sg</a>
SMU Business Society (Bondue)	<a href="mailto:bonduers@sa.smu.edu.sg">bonduers@sa.smu.edu.sg</a> <a href="mailto:pres.bondue@sa.smu.edu.sg">pres.bondue@sa.smu.edu.sg</a>
SMU Computing and Information Systems Society (Ellipsis)	<a href="mailto:Ellipsis@sa.smu.edu.sg">Ellipsis@sa.smu.edu.sg</a> <a href="mailto:pres.ellipsis@sa.smu.edu.sg">pres.ellipsis@sa.smu.edu.sg</a>
SMU Economics Society (Oikos)	<a href="mailto:economics@sa.smu.edu.sg">economics@sa.smu.edu.sg</a> <a href="mailto:pres.econsoc@sa.smu.edu.sg">pres.econsoc@sa.smu.edu.sg</a>
SMU Law Society (The Bar)	<a href="mailto:smulawsociety@sa.smu.edu.sg">smulawsociety@sa.smu.edu.sg</a> <a href="mailto:pres.lawsoc@sa.smu.edu.sg">pres.lawsoc@sa.smu.edu.sg</a>
SMU Social Sciences Society (SOSCIETY)	<a href="mailto:ss_soc@sa.smu.edu.sg">ss_soc@sa.smu.edu.sg</a> <a href="mailto:pres.sosci@sa.smu.edu.sg">pres.sosci@sa.smu.edu.sg</a>

## APPENDIX C: TIPS TO ENSURE COMPLIANCE

### **Tips for ensuring email size is ≤512kb**

1. After inserting picture into email > Compress Pictures > Options > Target output: E-mail
2. Use the “Resend” function as much as possible to prepare the actual mass email for dissemination after sending the test email. Do not use the COPY function as the size of the email has the tendency to get oversized.

3. Save image in JPG file instead of PNG file. PNG files are more likely to expand.
4. Cap the email size to <450kb when test sending. The tendency to exceed 500 kb will be lower.
4. For more information regarding the checking of email size, please email the SMUSA HGS and/or DGS.

## **APPENDIX D: ALTERNATIVE TEXT**

Clubs are strongly encouraged to include alternative text in their mass emails to improve accessibility for students who use screen readers, possibly due to conditions such as visual impairments and/or dyslexia.

There are two key methods clubs may adopt to incorporate alternative text within their mass emails.

### **Method 1: Embed alternative text within the image/visual**

1. Right click the image/visual and select “Edit Alt Text”.
2. Edit the suggested Alt Text if necessary.
3. Edits made to the Alt Text should be automatically saved. You may check if it has been saved by right clicking on the image/visual again and checking the Alt Text shown.

### **Method 2: Include additional text below the visual**

1. Indicate an additional line of text below the image/visual to briefly describe what is pictured in the image/visual itself.
2. An example is as follows.

*Alt text that describes what is pictured in the image briefly*

*(Alt text: Visual to promote event, depicting the featured film, ‘A Silent Voice’ being shown at a movie theatre)*

## **TIMELINE OF REVISIONS**

**Version:** 200723

**Proposed by:**

Lynn Cheng Chu Yi (23<sup>rd</sup> SMUSA Honorary General Secretary)

**Passed by 19<sup>th</sup> SMUSA Council on:** 20 July 2023

**Date of commencement:** 28 August 2023