



### **Email Standing Order for Event Committees, Clubs and Societies Email Quota**

1. Maximum of **2** email blasts to SMU Students (Undergraduate) **per week**.
2. Maximum of **1** email blast to SMU Students (Undergraduate) **per day**.  
*The week starts from Monday 0000hrs 00s and ends on Sunday 2359hrs.*

### **Email Size Limit**

1. Emails to SMU Students (Undergraduate) **should not exceed 512kb** in size.

### **Targeted Recipients**

1. For email blasts, clubs and societies are **only allowed** to send emails to the following SMU mailing groups: “**SMU Students (Undergraduate)**” and “**All Clubs and Societies**”.
2. Clubs and Societies may not send out mass emails to a faculty-specific mass mailing group for e.g. “**Business Students**”.
3. Clubs and Societies may not send out mass emails to a batch-specific mass mailing group for e.g. “**All year 2020 Students**”.
4. Email blasts to “**All Clubs and Societies**” are discouraged unless they pertain to the interest of every club and society.
5. Clubs and societies may promote events to “**All Yr 201X International Exchange Students**”, of which the year refers to the current one, but they must also **cc the ISEP\_INBOUND** ([isep.inbound@smu.edu.sg](mailto:isep.inbound@smu.edu.sg)) in the email.
6. School CBd Executive Committees 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.
7. Clubs and societies must seek the approval of the SMUSA Honorary General Secretary (**HGS**) at [secretary@sa.smu.edu.sg](mailto:secretary@sa.smu.edu.sg) for sending emails to “SMU Students (Postgraduate)”.
8. Email the SMUSA HGS should there be a need to send an email to a restricted mailing group that is not listed above.

## **Email Content**

1. No obscene or offensive language and pictures should be used.
2. Clubs should avoid mentioning other clubs in their email to prevent any misunderstandings and unhealthy rivalry amongst clubs.
3. Clubs and societies are not allowed to send emails on account of favours to non-SMU organisations.
4. Clubs/Societies are not allowed to send emails on behalf of other clubs/societies.
5. CBds are allowed to send emails on behalf of their constituent clubs. (Do note that this uses up the allocated quota for the CBd).
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.
7. Any request to send an email on behalf of the other party must be sent to the SMUSA HGS for consideration.

## **PDPA Clause – Unsubscribe Link**

1. All clubs and CBds are to provide an option to unsubscribe, as seen below for **ALL** their emails/ EDMs when sending to ‘All Undergraduates’. For more enquiries, please approach your individual club manager/s for more information.

Should you wish to unsubscribe:  
Internal recipients of SMU, please visit <https://smu.sg/emailrulesstudent> to filter away this EDM

<b>SENDER</b>	<b>RECIPIENTS</b>	<b>EMAIL CONTENT</b>	<b>PDPA UNSUBSCRIBE LINK</b>
<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
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### Email Guidelines for Students

1. Students are **not allowed** to send mass mails to students with whom they are not personally acquainted, and/or do not need to receive the email.
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.

### Additional Reminders regarding Email Blasts

#### 1. Test sending your mass email

- a. Please send test emails to your personal account from the club account to check the size of your email, before sending it out as a mass email. **Check the email size in the receiver's inbox and not the sender's sent folder.** (Do note for Mac users, the size may have discrepancies, so we advise you to test send to a Windows user)
- b. The time difference from sending the test email and the actual email blast should be no more than 15 minutes.
- c. After sending your actual email blast, wait for at least 30 minutes to see if your email got through. In the case that you think your email did not get through the system, please contact the SMUSA HGS for help. Do not resend your email within the day.
- d. 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.

#### 2. Recalling your mass email

- a. If you need to recall your mass email, please do so within the next 15 minutes after clicking the send button. All late recalls will be considered as a 2<sup>nd</sup> email and considered as a violation of the standing order. A recalled email is still counted as one email sent out.
- b. Contact the SMUSA HGS if you need to send another email. Do not resend your email within the day.
- c. Recalled emails with a file size above 512kb will 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> email

considered a violation even if it's recalled.

### **Sending email to undisclosed recipients**

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

### **Any violation of the above guidelines will *automatically* result in a suspension of the offending email account**

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.	

### **PDPA Clause Violation Penalties**

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.	

1. You may report mass mailing violations perpetrated by CCAs or students to the SMUSA Deputy HGS at [a.secretary@sa.smu.edu.sg](mailto:a.secretary@sa.smu.edu.sg).
2. Any appeals will be considered by the SMUSA Deputy HGS and will be handled on a case-by-case basis.
3. 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 the next level of penalty.
4. In the case of any uncertainty while during the ban period, email the SMUSA Deputy HGS and do not assume on the club's own accord, or the club will be dealt with according to the SMUSA Email Standing Order.

## **Rationale for Email Guidelines**

1. 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. But the guidelines are not meant to restrict clubs; it's ultimately to manage the emails that students receive on a daily basis.

## **Email Quota**

1. Reduce the number of emails students receive daily and weekly.

## **Email Size Limit**

1. The email size limit of 512kb is for the purpose of preventing the students' email account from being flooded, and to reduce the impact of 'spamming'.

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

1. After inserting picture into email > Compress Pictures > Options > Target output: E-mail
2. 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 file is more likely to expand.
4. Cap the email size to <450kb when test sending. The tendency to exceed 500 kb will be lower.
5. For information on checking of email size, please email the SMUSA Secretariat Department.

## **Targeted Recipient**

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

## **Email Content**

1. All corporate SMU Students (Undergraduate) e-mailers sent out to SMU Students (Undergraduate) on behalf of sponsors/business partners have to be charged a

minimum of \$150 nett per e-mailer, upon the approval of the SMUSA Corporate Relations Secretary.

2. **Prior to sending out the emailer on behalf of the external party, the club must submit the emailer to the SMUSA Corporate Relations Secretary at [biz@sa.smu.edu.sg](mailto:biz@sa.smu.edu.sg) for approval.**
3. The corporate email has to be sent via the email account of the SMUSA Corporate Relations Secretary. Unless the email:
  - a. Promotes an event in which the club is collaborating with the external party or
  - b. Promotes an event that is in line with the club's mission and vision

### **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 on our part and prevents complaints against clubs in the long run.

### **Queries**

1. 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 Deputy HGS at [a.secretary@sa.smu.edu.sg](mailto:a.secretary@sa.smu.edu.sg).