

# ESSEC ASIA PACIFIC STUDENT LEADERS HANDBOOK

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# Opening Note

Dear Student Leaders,

Welcome to ESSEC AP and I look forward to your active participation in Student life at our campus. A wide spectrum of activities such as sports events, competitions, outdoor activities, community service, social camps, markets, fundraising, and youth expedition projects, just to name a few, awaits you. These activities are a great way for you to get acquainted with friends with similar interests and to contribute to campus vibrancy.

However, activities should be conducted in such a way that the safety of students is taken care of and that School Guidelines are met. The overall tone and philosophy of the programmes should be one of experiential learning and enrichment, so that the students' experience with the School is a positive and memorable one.

It is with these considerations in mind that the Campus Experience (CE) has put together this handbook for students to ensure that they are well equipped when organising student activities. In drafting these guidelines, CE is mindful that these are relevant to changing needs of students. In this way, student organisers will be able to optimise the available resources to organise rewarding, enjoyable and enriching activities.

As a small and growing student body, we do face unique challenges in organizing our activities. Nevertheless, these provide great learning experience for our students in designing creative and exciting projects for the benefit of students.

Thank you!

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## 1. STUDENT ORGANISATIONS



The ESSEC AP campus is increasingly being recognized for its student activities and vivacity. Currently, there are over 20 student organisations that organise over 150 large and small events every year. Apart from promoting campus vibrancy, the various student organisations allow students to pursue their interest in co-curricular activities; provide opportunities to hone their leadership skills and contribute to all-round development beyond their studies.

### 1.1 ESSEC AP STUDENT LEADERS

Student Leadership at ESSEC comprise student councils, BDEs, BDS', club Committee Members, interest group coordinators and activity coordinators.

Program leadership is divided into undergraduates (GBBA Program) who are led a Student Council that is elected after a period of campaigning; and Postgraduates (MiM, MiF, SMIB, MMD and GMBA Programs) who are led by BDEs and BDS' who are nominated or elected without any campaigns.

### GBBA STUDENT COUNCIL, SPORTS COUNCIL and ARTS COUNCIL

The ESSEC GBBA Council Sports Council comprises elected full-time undergraduate students from the Singapore intake. They comprise 10 Student Council members, 6 Sports Council Members and 3 Arts Council Members. The Student Council primarily organises events and activities, whereas the Sports Council organises sports and outdoor events, both targeting GBBA students. Roles within each Council include a President, Vice-President, Secretary, Treasurer, Communications, Events and other roles as deemed necessary to the proper functioning of the council. They also liaise with the Campus Experience Manager to organise projects.

## **ESSEC BDE AND BDS**

For postgraduate students, the student representatives are called Bureau de Etudiants (BDE) and Bureau de Sports (BDS) following French naming customs. Each Masters' program from the Singapore intake shall elect/nominate a BDE and a BDS to represent the cohort. The BDE shall be responsible for organising events and activities, the BDS organises sports and outdoor events, both targeting their own cohort as well as other postgraduate cohorts. They also liaise with Campus Experience Manager to organise projects.

## **STUDENT CLUB & INTEREST GROUP COMMITTEE MEMBERS, AND ACTIVITY COORDINATORS**

Each Student Club and Interest Group will have an elected, nominated, or appointed team of Committee Members to manage the roles within the club. These may include a President, Vice-President, Secretary, Treasurer and other roles as deemed necessary to the proper functioning of the club. For Activities, there will be a Coordinator who manages the activities. They also liaise with Campus Experience Manager to organise projects.

### **1.2 ELECTION/APPOINTMENT OF STUDENT LEADERS**



The GBBA Year 2 Student Council students will conduct an election campaign for GBBA Year 1 students. They will liaise with CE to update on the processes and requirements at least 4 weeks before the election date, sometime in February.

For the GBBA Sports Council and GBBA Arts Council, interested students must apply to be part of the Council. They will then be interviewed by the current Council and those successful will be appointed for a 1 year term.

For BDE and BDS, each cohort will conduct a simple election within one-month of their arrival on Singapore campus and choose their leaders.

For Student Clubs and Interest Groups, each club will conduct its' own elections or appointments upon the end of their term.

### **1.3 ESSEC CHARTER OF RESPECT**



ESSEC student leaders are recognised as elected or appointed leaders and are placed in positions of influence and authority. They include Student Council Members, Bureau de Etudiants (BDEs), Bureau de Sports (BDS'), Organising Committee Members, Club Committee Members. As student representatives, they form an important link between the School and the general student body. In the course of carrying out their roles and responsibilities, they are expected to abide by the following code of conduct:

When you commenced your program at ESSEC, you signed ESSEC's Charter of Respect. Please ensure that all your activities are in line with the Charter of Respect.

**A session would be organized for all Student Leaders to view ESSEC's Charter of Respect video**

## 1.4 FORMATION OF NEW INTEREST GROUPS & ACTIVITIES



There are currently 21 Student Clubs, Interest Groups and Activities at ESSEC AP. All types of organisations run activities in the 4 designated areas i.e. Interactions, Competitions & Entrepreneurship (ICE); Arts, Culture & Media (ACM); Sports, Outdoors & Wellness (SOW); and Community Service (CS), catering to students' needs and interests. The difference between these organizations are as follows:

### Activity

An Activity is the simplest form of student organisation at ESSEC. An Activity is where members meet regularly to perform said activity, there is minimal planning and paperwork. Most of the activities at ESSEC are either sports-based or skills-based e.g. Badminton, Basketball, Boxing/MMA, Rugby, Running, Art Class & Guitar lessons.

### Interest Group

An Interest Groups is structured and would have a committee consisting of a President and other committee members responsible for different roles. They would have an annual activity plan and budget for each activity. All clubs start as Interest Groups, and then would serve a probationary period of 3 months where they are required to organize at least 3 activities before being promoted to a club.

### Student Club

Student Clubs are structured similarly to Interest Groups. Interest Groups that pass the probationary period and organize at least 3 activities are promoted to Clubs.

The following guidelines ensure that newly formed organisations are sustainable and also prevent the proliferation of unsustainable clubs

### **Guidelines for setting up a new Interest Group/Activity**

- a. The objectives of the proposed Interest Group/Activity should not be of a similar nature to any of the existing registered Interest Group/Activity in the School.
- b. The application to form a new Interest Group/Activity must include a minimum of 5 initiators who are ESSEC students. Non-ESSEC students are not allowed to be members of the proposed organisation. No student shall initiate more than 1 organisation.
- c. Organisation may source for a staff/faculty advisor should they want to. This individual must be someone who has an understanding or interest in the nature of the group. The staff/faculty advisor must be clearly informed of his role and responsibilities. Should the staff/faculty advisor step down from his / her role, the group must look for a replacement staff/faculty advisor within one month.
- d. Clubs are self-sufficient and raise funds through their own activities (e.g. collect membership fees, profit from activities). They could also request for student funds, subject to approval from the Student Council/BDE & BDS.

### **The steps to form a new Interest Group/Activity are as follows:**

- a. Submission of '[New Club Application Form](#)' to the Campus Experience Manager.  
The form can be found at
- b. The application includes the following elements  
Club Name  
Specific Purpose and Type of Activities  
Off-Campus Travelling for activities  
Benefit to the School and students  
Goals and Outcomes  
Vision and Longevity  
Club Leadership & Staff/Faculty Advisor  
List of Activities for the upcoming year
- c. Upon submission, the Campus Experience Manager will review and announce a decision within **3 working days**



## 2. GUIDELINES FOR ORGANISING ACTIVITIES

### 2.1 PLANNING, ORGANISING AND REPORTING BY STUDENT ORGANISATIONS

#### Planning



1. Upon commencement of school in Aug/Sep, Campus Life will share the available budget per cohort. The BDE and BDS of each cohort, and the GBBA Student Council must then prepare an activity plan and budget for the duration of their cohort's studies in Singapore and share with the Campus Experience Manager within **2 weeks**.
2. Upon approval of this plan, the Student Leaders shall update the Student Life Activities Plan on the [Master File for Student Leaders](#)

#### Organising

1. In organising events and activities, representatives from student organisations (GBBA Student Council, BDE or BDS) are required to complete the [Activity Proposal Form](#) and submit it least **4 weeks** in advance to the Campus Experience Manager for approval. It includes the following info:
  - Name and contact of Project Organiser
  - Description of Activity
  - Purpose/Benefits from this Activity
  - Date of event

- Venue of event
  - Target Audience
  - Budget
  - Facility and IT Requirements
  - Mode of Publicity
  - Details of external Guest of Honour/Speakers, if any
  - Safety considerations when planning for the event
2. Upon Project approval, the BDE/BDS or the GBBA Treasurer is also required to complete the [Student Funds Request Form](#) and submit it least **3 weeks** in advance to the Campus Experience Manager for approval
  3. Upon Budget approval, the Campus Experience Manager will complete the [Student Funds Master](#) that tracks all spending and balance
  4. Upon completion of the project, should there be any claims, the BDE/BDS/Treasurer must submit a [Student Funds Reimbursement Claim](#) and attach supporting receipts within **2 weeks** of project completion date. Student claims are processed and reimbursed within 2 weeks of submission if all the documents are in order.

## Financial Guidelines

There are 2 ways financial transactions can be done for Student Activities

	Expense Amount	Preferred Method	Process
1	More than \$200	Payment directly to supplier/ vendor	<ol style="list-style-type: none"> <li>1. Get supplier/vendor to fill the <a href="#">Supplier Form</a> and send to Campus Experience Manager 3 weeks before payment date.</li> <li>2. Supplier is added to our ERP system</li> <li>3. Supplier issues invoice to School</li> <li>4. School makes payment</li> </ol>
2	Less than \$200	Pay first & Submit Claim	<ol style="list-style-type: none"> <li>1. Complete Student Funds Request Form and send to Campus Experience Manager 3 weeks before activity</li> <li>2. Student makes payment and collects receipt</li> <li>3. Submit Student Funds Reimbursement Claim with Receipts attached</li> </ol>

1. All invoices to School must be issued to ESSEC 5, Nepal Park Singapore 139408
2. If Expense has been approved and payment needs to be made urgently, then the only possible method is for Student to pay first and make a claim.
3. Receipts submitted must be original (handwritten, printed or e-receipts). Photocopies, photos or scanned copies will not be accepted.

## **Meeting Guidelines**



1. It is recommended that Student Leaders meet regularly to plan and organise their projects.
2. There will be monthly meetings, on a weekday from 12 noon and 1pm, between the Campus Experience Manager and all Student Leaders to receive updates, discuss pending issues and plan major projects. The meeting details will be communicated 2 weeks in advance.

## **Reporting Guidelines**

1. At the end of every year, Student Representatives are required to submit a report of the activities over the last year, including for each activity:
  - Name of Activity
  - Budget & Actual Expenses
  - Number of Participants
  - Learning
  - Problems faced and how they were resolved

- Advice on whether this activity should be organised in future
  - 2-3 Photographs
2. This report will serve both a record of the good work done by the students as well as a reference for future Student Representatives

## 2.2. INDUCTION PROGRAMMES AND SOCIAL CAMPS (WEI)

### Induction Programme

As a School of international standing, we need to ensure that we welcome our new students, both local and international, in a manner which is in accordance with a world-class School community that respects the rights and dignity of all its members and that expects them to behave in an equally appropriate manner. Freshmen must not be ridiculed, made targets of jokes and fun, intimidated, harassed, or regimented in any way. Induction of new students should in no way be made to resemble any kind of initiation. Acceptance of new students should be spontaneous from the day they arrive in ESSEC/Singapore.



**The objectives of all Induction programmes should be to:**

1. Welcome new students and help them settle into the program and School
2. Help them adapt to School life
3. Foster bonding between senior students and newly matriculated students

**Period for Induction Activities:** From one (1) week before the start of the first (1<sup>st</sup>) semester to the fourth (4<sup>th</sup>) week of the semester. This usually falls between 25<sup>th</sup> August and 30<sup>th</sup> September.

**Activity Proposal:** Please submit a detailed proposal as outlined in the Guideline to Organising Activities (on Page 8) at least **8 weeks** before the event. Use additional sheets as required for a detailed list of activities, budget, organising committee members, and safety measures

### **Social Camps (Weekend Integration – WEI)**

Social camps aim to promote social interaction among students and can be held throughout the year.



**The objectives of social camps should be to:**

1. Welcome and introduce new members
2. Promote social interaction through briefings or talks on the respective student organisation and its programmes
3. Foster bonding between old and new members through social and networking activities

**Important points to note:**

- Only freshmen who have accepted their ESSEC offer will be allowed to participate. Freshmen offered ESSEC but have not accepted the offer will not be allowed to participate in social camps.

- Social camps may be held outside of campus but stay-over camps are allowed only in appropriate venues such as approved public camp sites, holiday chalets/bungalows, resorts and hotels. Please note that AirBnBs are illegal.

### **Important forms to note:**

**Letter of Undertaking:** All project managers are required to sign the Letter of Undertaking for organising Induction and/or social camps. An updated copy of the form can be requested from the Campus Experience Manager.

**Safety and Crisis Management plans:** All Safety and Crisis management plans should be approved by Campus Experience Manager for review at least 14 days before the event. An updated copy of the form can be requested from the Campus Experience Manager.

**Indemnity Form:** Camp participants below the age of 18 years old are required to obtain parental/legal guardian's consent by signing on the indemnity form. This form also requires camp participants to declare that they have accepted the ESSEC offer. Camp organisers are to ensure that these Indemnity Forms are correctly signed and accounted for.

**Non-disclosure agreement:** A non-disclosure agreement can be used when a School unit (in this case, student groups) has accepted or is evaluating a proposal for the provision of services from an external service provider, and the external service provider is required to keep confidential any proprietary and/or confidential information which may be disclosed by the School in the performance of the services. An updated copy of the agreement can be obtained from Manager.

### **Accountability and Penalty:**

1. The President of the student organisation is fully responsible for the conduct of Induction activities and social camps and is accountable for any complaint or mishap arising from the activities.
2. Induction programmes and social camps must not include any form of intimidation, humiliation, or violation of the dignity of the individual (i.e. ragging). The School takes a very serious view against "Ragging".
3. Anyone found guilty of "Ragging" will be subject to the School's disciplinary action which may include suspension or expulsion from the School.



## Do's and Don'ts for Induction, Social Camps and Godfather Event

### Do's



- ✓ Risk assessment and management to ensure that safety is not compromised
- ✓ Protect the interests of members of the School community
- ✓ Uphold the image of the School
- ✓ Seek consent from relevant authorities
- ✓ Social propriety (example: no abusive language should be used)
- ✓ Respect the dignity of the individual (there should not be any form of ragging: regimentation, intimidation, harassment or acts that may cause embarrassment, physical and emotional distress)
- ✓ Exclude acts considered to be against personal or religious precepts
- ✓ Ensure voluntary freshman participation
- ✓ Responsible usage of premises and facilities on campus
- ✓ All Induction and social activities should be conducted after 7am and end before 11pm to allow enough rest for all participants

### Important Note:

1. Overnight accommodation for social/Induction camps should be in authorised hostels, campsites, resorts, or hotels. Sleeping over in the campus be it classrooms, common areas or the Student Association Room is not allowed.
2. The duration of overnight camps should not exceed 3 days and 2-nights. Most importantly, students are not allowed to miss any classes for Induction.

## Don'ts



- X No alcohol will be purchased with your student funds
- X No underage students (i.e. under the age of 18) will be served alcoholic beverages
- X You will monitor the alcohol for other students so that you avoid any issue
- X Group regimentation including marching, mass physical exercise and shouting
- X Playing of silly games, pranks or loud music on campus
- X Disrupting class in session or skipping class
- X Harassment or undesirable behaviour towards any individuals
- X Individual/group ragging (e.g. shouting or abusive language against freshmen)
- X Acts against personal or religious precepts
- X Activities that border on occult practices e.g. Ouija Board
- X Activities aimed at testing the physical prowess, level of confidence and “fear factor” of freshman for Induction
- X Activities which involve the use of dangerous and inflammable substances
- X ‘Fright Nights’ and its variations are strictly banned
- X Activities which involve physical intimacy between opposite gender
- X All activities should not involve the use of food/ingredients and condiments



## 2.3 GBBA STUDENT COUNCIL ELECTION CAMPAIGN



Student Council Election Campaign are GBBA Election Campaigning process and events that culminate in voting by the students. The AP campus hosts 2 campaigns in an academic year

1. GBBA Cergy campaign from late-September to October
2. GBBA Singapore campaign from mid-January to early-March

### Submission of Proposal

The Activity Proposal Form is to be submitted **8 weeks** in advance to the Campus Experience Manager. This should include (as an attachment):

1. List of events planned, dates and budget (incl. Student Funds required)
2. List of venues to be booked (with dates, times & layout requirements)
3. List of free food distribution events & off-campus events.

### Distribution of Food

The school takes a serious view with regards to food distribution to ensure that food hygiene and food safety is maintained, and also not create a situation that may result both in financial losses and food wastage for Sodexo Café on Level 5 of the campus. Please consult the Campus Experience Manager before proceeding.

### Off-Campus Events e.g. Parties

Off-Campus events such as parties are allowed but must adhere to the school's rules which are stated in the Do's and Don'ts on Page 14 and 15. Please consult the Campus Experience Manager before proceeding.

## **Do's and Don't for Election Campaigns**

### **Do's**

- ✓ Do keep the noise level down at all campus events as other students will be attending classes at the same time
- ✓ Only pre-packed food and canned drinks in sealed containers obtained from licensed caterers or food factories can be distributed
- ✓ All food handlers must observe a high standard of food and personal hygiene.
- ✓ Campaign Posters shall be placed only inside the Elevators by the Campus Experience Manager. Any unauthorized posters will be taken down immediately

### **Don'ts**

- X Missing classes for any campaign events is not allowed
- X Home cooked/ prepared food and drinks are not allowed for hygienic reasons
- X Preparation and cooking of food are prohibited on campus
- X Microwaves are prohibited in the Student Association room for safety reasons
- X Do not approach staff to print or photocopy any campaign materials

### **Housekeeping**

1. Organisers are to ensure that the all venue are cleaned up after the event(s)
2. Ensure that rubbish is disposed properly.

### **Accountability and Penalty:**

1. Disciplinary action will be taken against dent organisers who do not comply with the guidelines.
2. The School reserves the right to withdraw permission at any point in time for the use of the premises in question should there be a breach of any of the said conditions.

### **Enquiries/ Clarification**

Please familiarise yourself with the guidelines. If in doubt, please contact the Campus Experience Manager

## 2.4 PARTICIPATION IN OFFICIAL OVERSEAS EVENTS



Students may take the opportunity during to embark on competitions or be part of a student delegation representing the School.

**In embarking on overseas events, the following steps are required:**

### PRE-TRIP

STEP 1 – Furnish the following information to CE at least **8 weeks** prior to the date of departure:

- Full name and ESSEC ID of participating students
- Purpose of travel
- Period of travel
- Itinerary
- Mode of transport
- Contact number in the event of emergency
- Name and telephone number of travel agent if any
- Indemnity forms to be signed by participants  
[https://docs.google.com/document/d/1m4g3PXrpubCN281sTrecqID8Hmg\\_vDerp\\_ycglzvRKKE/edit?usp=sharing](https://docs.google.com/document/d/1m4g3PXrpubCN281sTrecqID8Hmg_vDerp_ycglzvRKKE/edit?usp=sharing)
- Insurance documents or declaration of preference for non-coverage (whichever is applicable)
- Proposed crisis management arrangement

STEP 2 – Apply for Leave of Absence from respective Faculty at least **4 weeks** in advance if the trip is held during the semester (this applies to local events as well).

STEP 3 – Before departure, all Singaporean students are advised to inform the Ministry of Foreign Affairs (<https://eregister.mfa.gov.sg/>) and provide details of their trip. Students can register at the website and submit a copy of the completed registration form to CE for record purposes. For International students, please be advised to inform your respective embassy.

**Important Note:**

Students who proceed on leave during the semester without giving the required period of notice or without obtaining approval for leave will be regarded as having been absent without permission and are liable to disciplinary actions which may include being barred from sitting for examination(s).

**POST TRIP**

After the local or overseas events, students are requested to submit a report, within **4 weeks** from the end of event.

Please include at least 6 photos taken at the overseas event in your post trip report. These would help CE to showcase ESSEC students' active involvement in worthy projects and activities to the School community.



### **3 MARKETING GUIDELINES**

#### **3.1 SOCIAL DECORUM**



Student leaders should be mindful of unintended or involuntary social discrimination. All activities and publicity materials should not contain any prohibitive materials, e.g. material that is objectionable on the grounds of public interest, morality, law and order, national security, racial and religious harmony and public tranquillity. It is important to recognise the inherent dignity and worth of every individual and to provide for equal rights and opportunities without discrimination. Social prejudice can manifest in a wide range of forms such as gender, nationality, sexual, language, disability, religious and political discrimination.

In general, the following must be avoided:

- Sensational, abusive or slanderous language. Lewd suggestions in the form of pictures, words, or actions
- Political materials that promote or incite violence or unrest
- Forms of language discrimination, in order to respect the diversity of language due to valued cultural diversity
- Discrimination against students with disabilities
- Discrimination based on religious and racial grounds
- Discrimination based on gender
- Discrimination based on nationality
- Discrimination based on sexual orientation
- Discrimination based on personal beliefs and values

#### **3.2 SPONSORSHIPS AND COMMERCIAL ADVERTISING ON STUDENT-RELATED WEBSITES**

- a. Prior approval must be obtained from CE before any student organisations can enter into a written agreement/contract with any external organisation.

- b. No commercial advertisements by private organisations should be promoted on ESSEC website including the webpages of its student organisations.
- c. Advertisements should be canvassed by students themselves. Student Leaders should not appoint professional canvassers or fund raisers to collect advertisements for student publications or raise funds for projects.

### 3.3 PUBLICITY MATERIALS

Publicity materials refer to posters, pamphlets, brochures and banners, which are commonly used by students as marketing collaterals for publicity of events. Student organisations must first obtain approval for their activities/events from CE before printing the posters and banners. A well-informed poster should include the following information:

#### Remember the **5W + 1H**

<p><b>What</b> is the event about? – ①</p> <p><b>Why</b> is the event held? – ②</p> <p><b>Where</b> is the event held? – ③</p> <p><b>When</b> is the event held? – ④</p> <p><b>Who</b> are the organisers – ⑤</p> <p>+</p> <p><b>How</b> to register for the event? – ⑥</p>	
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## Note for Usage of ESSEC name and Corporate Logo:



Student organisations must seek prior consent through CE for the use of the name of ESSEC and its corporate logo in any student event, and for all printed materials such as posters, banners T-shirts, mugs, folders etc.

All student organisations are required to adhere to the full guidelines by ESSEC Marketing Dept.

Based on the availability of space on campus, the following guidelines are provided on the size and recommended quantity to print.

<b>Maximum Size Allowed</b>	Posters – 30cm by 21cm (A4) Banners – Vertical, 5m (height) by 3m (width) Horizontal, 1m (height) by 3m (width)
<b>Recommended Quantity</b>	Number of prints for posters : 5 Number of banners : 2
<b>Location</b>	Posters and notices may be displayed on ESSEC STUDENT COUNCIL general notice boards, notice boards of Halls of Residence, Residential Colleges, Administrative or Academic Departments in ESSEC, subject to approval from the respective authorities overseeing the areas or departments. <b>Booking of Lift Space for Posters</b> Student organisations are also allowed to book spaces in the lift to display posters. Please send a request to the Campus Experience Manager at least 1 week earlier for approval.
<b>Period of Display</b>	Posters may be put up to <b>2 weeks</b> before the date of the event. Posters must be removed within <b>3 days</b> from the end of the event date.

## Guidelines on usage of social media



Digital and social media platforms generally refer to Facebook, Twitter and YouTube as commonly used to share, interact and connect. Below are guidelines on the usage of social media.

1. Keep School and personal social media accounts separate.
2. Be transparent and respectful.
3. Be accurate, concise and helpful.
4. Think before you post.
5. Engage the community.
6. Respect the School's image and corporate identity.
7. Respect intellectual property rights.
8. Protect confidentiality.
9. Avoid the use of obscenity or crude language.

### **3.4 PUBLICATIONS AND NEWSLETTERS (EXTRACTED FROM MDA GUIDELINES)**

Student organisations that wish to publish any print materials are required to obtain a "Newspaper Permit" authorised by Media Development Authority (MDA).

Examples of newspapers include dailies, company or club in-house newsletters, annual reports and directories. As such, a newspaper permit is required for all in-house publications by student organisations. The process of application for the Newspaper Permit takes 15 days. However, a permit is not required for publications such as novels or one-off commemorative booklets. (e.g. TEDx Booklet)

Applications can be submitted to the Registrar of Newspaper via an online application form available at Online Business Licensing Service (OBLS).

For more information, please refer to <https://www.smeportal.sg>



## 6 FACILITIES AND IT GUIDELINES

### 6.1 BOOKING OF SCHOOL FACILITIES & IT SUPPORT



ESSEC student organisations who require school facilities or IT support for their activities must

1. Include it the Proposal Activity form  
[https://docs.google.com/document/d/1M7nOSnTo4K4Mb1v0DIW3iTvGmBQqHlmf\\_EppM6rvD0Y/edit?usp=sharing](https://docs.google.com/document/d/1M7nOSnTo4K4Mb1v0DIW3iTvGmBQqHlmf_EppM6rvD0Y/edit?usp=sharing)
2. Send a detailed email of the requirements to [lakshmanant@essec.edu](mailto:lakshmanant@essec.edu) at least 1 week before the activity
3. Wait for Facilities & IT Dept's approval before proceeding.

Facilities available for booking include

1. All classrooms on campus, subject to availability
2. Common areas on Levels 1 and 3
3. Student Association Room on Level 2
4. Study Areas 1 and 2 on Level 5
5. Request for tables, chairs & other furniture
6. Changing existing room layout & reinstatement, where possible

IT Support available upon request

1. Projector Setup & Testing
2. Sound System and Karaoke Setup
3. Standby IT Personnel Support for major events, subject to availability

## 6.2 COMPLIANCE WITH PERSONAL DATA PROTECTION ACT (PDPA)



As organisers of student activities, you will have access to confidential and personal data that are submitted by students who register for your activities.

Passed by the Singapore Parliament in 2012, the Personal Data Protection Act (PDPA) comprises rules that govern the collection, use disclosure and care of personal data. Personal data refers to data, whether true or not, about an individual who can be identified from that data. This includes NRIC/ FIN number, matriculation number and home address etc. For more details, please refer to: <http://www.pdpc.gov.sg>

The following are guidelines that the organisers should take note and adhere to:

1. The PDPA comprises rules governing the collection, use, disclosure and care of personal data, with the objective to safeguard consumers' personal data against misuse applies to all organisations in which personal details are used for any marketing purposes. It encompasses provision for individuals to opt out of receiving marketing phone calls, mobile text messages, and faxes from organisations.
2. The first phase of PDPA, Do Not Call (DNC) Registry, will come into force on 2 January 2014. This regime under the PDPA does not allow organisations to send messages of marketing nature to Singapore telephone numbers, including mobile numbers.

### 3. All ESSEC Student Organisations are

- responsible in safekeeping all personal data in their possession or under their control; E.g. Student details should not be accessible by the public through online platforms like Facebook, websites, Google docs etc. All personal information needs to be password protected or filed away in confidentiality.
- required to appoint one or more committee members to ensure compliance across the committee; E.g. A member of the student group, such as President should be appointed to ensure that all members comply with PDPA in the conduct of events.
- to ensure that written consent is given by students for use or disclosure of their personal data; E.g. Students' consent are required for the organiser of the event to disclose their personal details to sponsors (financial or credit card service providers).
- required to provide avenues for students to request to opt out of marketing materials or change their personal details. E.g. A point of contact should be listed on website and publicity materials for students to change their student details to ensure accuracy.

#### **Important Note:**

Student groups shall not call or send messages to students via text messages or data-enabled platforms such as Whatsapp, Viber, Line chats to market their products, services and/or events. All marketing-related messages should be sent only through email, Facebook groups, posters or face-to-face contact with students.

For more information, please visit: <http://www.pdpc.gov.sg>



## 4. APPLICATION FOR LICENSES

### 4.1 PERMIT FOR LOCAL FUND-RAISING ACTIVITIES (EXTRACTED FROM NATIONAL COUNCIL FOR SOCIAL SERVICE GUIDELINES)



For student organisations that wish to raise funds for charity organisations based in Singapore, an application with the Police Licensing Division located at Police Cantonment Complex is mandatory. Under the House to House and Street Collection Act, the license is required if one promotes a collection by way of appealing to the public, by means of visits from house to house or of soliciting in streets or other places or by both such means, for money or other property.

However, the following types of collections do not require a licence:

- a. A private collection that is confined to friends or relatives; or making an appeal through the telephone or the media such as the internet and newspapers; or sending out appeal letters by post.
- b. A collection that is carried out by a full or associate member of the National Council of Social Service (NCSS) or the Community Chest. However, a written approval from the Chief Executive Officer of the NCSS has to be obtained before the collection (<http://ncss.gov.sg>). For more details on the exemption, visit the website <http://statutes.agc.gov.sg>

For more information on the application for the license, please visit <http://www.police.gov.sg/e-services>

## **4.2 PERMIT FOR FUND-RAISING ACTIVITIES FOR OVERSEAS CAUSES**

If money collected from fund-raising activities is to be donated towards an overseas organisation, community or charity, or an ESSEC student who has returned home for medical treatment, the Fund-Raising Permit for Foreign Charitable Causes must be obtained from the Commissioner of Charities.

The application for permit should be submitted not less than 30 days before the date on which fund-raising appeal commences. However, do note that the permit will only be granted to a registered entity and not individuals.

### **Important Note:**

If the funds are collected from the public, the applicant must use at least 80% of the net proceeds of the funds raised within Singapore. This 80:20 rule will be waived for private donations or for appeals to aid major disaster relief. The Commissioner of Charities has the discretion to allow a lower percentage to be applied within Singapore. The fund-raising expenses should not exceed 30% of the total funds raised. Student leaders representing their respective student organisation must apply online at [www.charities.gov.sg](http://www.charities.gov.sg) for the Fund-Raising Permit for Foreign Charitable Causes, Charities Unit, Ministry of Community, Youth and Sports.

## **4.3 SCREENING GUIDELINES**

There are various matters to consider when staff or students of the School plan to screen a movie in public. These considerations include (a) obtaining a copyright licence from the owner of the movie (b) complying with the requirements of the Media Development Authority ("MDA").

### **a. Copyright Licence**

Under the law, permission must be sought from the owner of a movie, or "cinematograph film" as it is called under the Copyright Act (Cap. 63) ("the Act"), if one wishes to screen it in public. However, there is an exception to this rule in Section 23(2) and (4) of the Act, which states that the screening shall be deemed not to be "in public" if the following conditions are met:

- i. It is screened by staff or students of an educational institution;
- ii. It is screened in the course of the activities of the institution;
- iii. The audience is limited to persons who are taking part in the instruction or are otherwise directly connected with the place where the instruction is given.

## **I Where screening is part of Instruction/Course/Module at ESSEC**

- i. No copyright licence is required from the owner of the movie where the movie
- ii. is screened by staff or students in the course of their instruction/ course/ module and the audience is limited to persons who are taking part in the instruction/ course / module.
- iii. While no copyright licence is necessary, staff and students who wish to screen movies/films as part of their course should obtain an endorsement from their Faculty Dean or Academic Department Head for the screening, and this endorsement should be kept as a record with the Deanery /Academic Department. The endorsement should confirm that the movie is screened by staff or students in the course and the audience is limited to persons who are taking part in the course

## **II Where screening is for Recreation or Social Purposes**



For screening of any movie by any staff or student for recreational or social purposes, a copyright licence is required to be obtained from the owner of the movie.

To seek permission from the copyright owners, you can contact the copyright owners directly and negotiate for a licence to use the copyright material or obtain a licence through a collective club or organisation such as the Motion Picture Licensing Company ("MPLC"). (For more information on MPLC, which covers works of its members and under specific conditions only, please visit <http://www.mplc.sg/>) Please note that copyright infringement may attract civil or criminal liabilities under the Copyright Act.



No admission fee is to be charged whether the screening is under (I) or (II) above.

## **B. Media Development Authority**

In addition to obtaining the copyright licence when necessary, students should note the following requirements by MDA.

i. Movies/films without a classification

If the proposed movie/film to be screened does not have a classification, the student organisation is required to send the movie/ film to MDA for classification. This may take up to six weeks. More information is available at <http://www.mda.gov.sg>

li Movies/Films classified as NC16, M18, R21

For movies/film classified as No Children Under 16 (NC16), Mature 18 (M18) and Restricted 21 (R21), an additional temporary Film Exhibition License is required by the Media Development Authority (MDA). More information on the temporary Film Exhibition License is available at <http://www.mda.gov.sg>

Students' own production and screening on campus

c. Students are required to obtain CE's endorsement to hold the event on campus, and the movie/film must be cleared by CE.

d. Students are required to apply for the Arts Entertainment License (AEL) administered by MDA. The AEL includes the classification of the production.

For more information, please visit <http://www.mda.gov.sg>

## **4.4 PERFORMANCE-RELATED EVENTS**



For events consisting of performances which require live or playback music, student organisations are required to apply for the Copyright Music Permit. Similarly, a Public

Entertainment License is required for lectures and/or talks that touches on racial and/or religious issues and delivered by non-Singapore Citizens. More information can be found in the table below.

Required By	Purpose	How to apply?	
<b>Copyright Music Permit</b>	Composers and Authors Club of Singapore Ltd (COMPASS)	Required for the performance of copyright musical works in public or at ESSEC premises. License is not required for piped music by radio services.	The application form can be downloaded from <a href="http://www.compass.org.sg">http://www.compass.org.sg</a> The completed form is to be faxed or mailed to COMPASS at least two weeks before the event.
<b>Public Entertainment License (PEL)</b>	Police Licensing & Regulatory Department	Required for non-exempted ad-hoc one-off events organised within or outside campus premises involving a public audience, e.g. Talks, lectures, discussions or debates that touch on racial and/or religious issues, and/or which are organised and/or delivered by non-Singapore Citizens.	The application for PEL can be applied online via Police Licensing Computerised System (PLUS) at <a href="http://www.spf.gov.sg/licence/">http://www.spf.gov.sg/licence/</a>

All Forms mentioned in this Handbook can be found at  
<https://drive.google.com/drive/u/1/folders/1tNn36wXLlftFuQfkxiu9Gy0TzqJV8sA>