

SUSS Student Life's Publicity Guidelines for SUSS Student Groups

SUSS Student Life (STL) acknowledges that Student Groups may require publicity support to increase awareness among the SUSS community, as well as to encourage student participation in Student Group events/activities. Hence, SUSS Student Life (STL) is committed to provide the following online publicity platforms for endorsed or potential Student Groups.

Student Groups that require STL's assistance should abide by the following guidelines:

For Student Group Recruitment (Endorsed & Potential Student Groups)

Recruitment Publicity Period and Platforms
<ul style="list-style-type: none"> ● Maximum of 2 recruitment postings per year for each Student Group (one each semester) ● Postings will be done at the beginning of each semester ● A recruitment posting may be requested in June or December to help potential Student Groups recruit new members ● Publicity platforms: <ul style="list-style-type: none"> ○ STL Telegram channel ○ Student Portal ○ Email to FT students
Requirements
<ol style="list-style-type: none"> 1. Complete the Publicity Template (refer to page 3) 2. Design an e-poster size: 8.3" x 11.7" (A4 size) in PNG format 3. Send IG Publicity Template and e-poster to studentlife@suss.edu.sg at least 7 working days before publicity date

For Student Group Events (Endorsed Student Groups only)

Events Publicity Period and Platforms
<ul style="list-style-type: none"> ● Maximum of 2 postings per term for each Student Group ● Publicity platforms: <ul style="list-style-type: none"> ○ STL Telegram channel ○ Student Portal ○ Email to FT students

Requirements

1. The event should be open to all SUSS students, not only the Student Group members
2. Complete the **Publicity Template** (refer to page 4)
3. Design an e-poster size: 8.3" x 11.7" (A4 size) in PNG format
4. Send Publicity Template and e-poster via email to the respective Student Group staff mentors at least 7 working days before publicity date
5. Once publicity materials are approved, an appointed Student Group representative may request for admin access to the STL Telegram Channel (limited to "Post Messages" and "Add Subscribers" rights). The appointed Student Group representative is required to sign off with his/her full name for postings on STL Telegram channel.
6. Respective Staff mentors will follow up with the posting through email and Student Portal
7. If you wish to display your e-posters on the lift and monitor displays, please approach your respective staff mentors for more details. Such requests must be made at least 3 weeks before the event date.

SUSS Student Life reserves the right to not publish any Student Group materials that are deemed to be insensitive to the SUSS community or do not abide by the set guidelines. Please email studentlife@suss.edu.sg or your assigned staff mentor for any queries.

Recruitment Publicity Template

For Student Group Recruitment (Endorsed & Potential Student Groups)

IG Name	
Target Audience	
Brief write-up (Email & Student Portal)	
Brief Write-up (STL Telegram Channel)	
Registration Link/QR Code	
Poster/Photo/EDM	
Others/Remarks	
Publicity Date	

Event Publicity Template

For Student Group Events (Student Groups only)

IG Name	
Event Title	
Target Audience	
Brief write-up (Email & Student Portal)	
Brief Write-up (STL Telegram Channel)	
Event Date	
Event Time	
Event Venue	
Registration Link/QR Code	
Poster/Photo/EDM	
Others/Remarks	
Publicity Date	