

## **RULES AND GUIDELINES FOR #YOUTHAGAINSTSCAMS 2026 (#YAS2026) VIDEO COMPETITION**

The #YAS2026 Video Competition (the “**Competition**”) is organised by the Singapore Police Force, Clementi Police Division (the “**Organiser**”).

2. By taking part in the Competition, the participants (the “**Participants**”) agree to be bound by these Terms and Conditions and to abide by the decisions of the Organiser. The decisions of the Organiser in all matters relating to the Competition are final.

### **FORMAT OF COMPETITION**

3. There are two categories in the Competition:

- a) Secondary School, and
- b) Tertiary Education.

The Tertiary Education category is open to all current students from the following education institutes:

- Institute of Technical Education,
- Polytechnics (including Nanyang Academy of Fine Arts and LASALLE College of the Arts),
- Junior Colleges,
- Universities, and
- Private Schools for Secondary and Tertiary Education.

Participants may join the Competition as individuals or as a team. Teams must only be formed by students from the same school. Where a team comprises Participants of varying academic levels (e.g. schools with Integrated Programme), the team will compete in the category corresponding to the highest level represented.

4. The Competition will be conducted on TikTok and Instagram from 01 May 2026 12:00am to 31 August 2026 6:00pm.

### **REGISTRATION**

5. To be eligible for the Competition, the Participants must:
- a) Be current students at the education institutes under para 3,
  - b) Reside in Singapore,

- c) Agree to be bound by the official rules, regulations, and decisions of the Organiser, and
- d) Register their intent to participate within the Competition period via the #YAS2026 Registration Form (refer to Annex A).

6. Persons or employees of the Organiser who are involved in the organisation of any part of the Competition and the immediate family members of such persons or employees are ineligible to participate in the Competition.

## **CREATION OF VIDEO**

7. Successfully registered participants will be provided with an Information Kit via email. Using the resources and reference materials provided in the Information Kit, participants are to create videos covering at least one scam and/or scam-related offence affecting youths, whether focused on prevalent scam types (e.g, e-commerce, job, phishing, social media impersonation scams), or scam mules-centric content (e.g. why not to become a scam mule as it is illegal and perpetrators will be prosecuted).

8. Participants are allowed to create and post multiple videos.

9. All videos must be at least 15 seconds long and contain the following two hashtags in their captions:

- a) “#YAS2026”, and
- b) “#SingaporePoliceForce”.

At the same time, all videos must display the ScamShield 1799 advisory at the end of the video (provided in the Information Kit). .

10. All videos must be posted on TikTok and/or Instagram. For TikTok videos, they must be video posts. For Instagram videos, they must be available as both Video and Reel posts.

11. If videos are posted on both social media platforms, the videos posted must be identical.

12. All videos must be available for public viewing throughout 2026 and be able to capture the Views, Likes and Shares statistics.

13. Participants must monitor their videos and remove comments that may be deemed inappropriate, indecent or contain abusive language. Failure to do so may render the Participant liable to disqualification.

## VIDEO ENTRIES

14. Hyperlink(s) of any video to be entered into the Competition (“**Video Entry**”) must be submitted within the Competition period via the #YAS2026 Submission Form (refer to Annex A), which will be made available to successfully registered participants. Video entry submissions dated before the start and after the end of the Competition are ineligible.

15. Where participants have created multiple videos, they can only submit one as their Video Entry.

*Example:*

*Participant X creates four videos and posts all four videos on TikTok and Instagram. Participant X may only select one out of the four videos as their Video Entry. If Participant X chooses Video A as their Video Entry, they must then submit the TikTok and Instagram hyperlinks for Video A on the FormSG form.*

16. Participants must submit information pertaining to the virality of their Video Entry, including screenshots of analytics.

17. The Organiser accepts no responsibility for any Video Entry that is incomplete, unreadable, ineligible, corrupted, misdirected, lost or delayed, or is unable to be sent or published due to technical or transmission failures of any kind or any other reason.

## JUDGING GUIDELINES

18. Every Video Entry will be subject to the approval of the Organiser, which has the sole discretion to disqualify and/or remove any as it deems fit, including but not limited to comments which:

- a) contain obscene, provocative, objectionable, defamatory, inappropriate, or illegal content (refer to Annex B for a non-exhaustive list),
- b) contain content which is irrelevant to the Competition, and/or
- c) do not comply with these Terms and Conditions.

19. Every Video Entry will be judged based on two criteria – Virality followed by Content (each forming 50% of the total score). Only the top 25 Video Entries with the highest Virality scores in each category will be shortlisted for further judging based on their Content.

20. An explanation of the two scoring criteria is as follows:

- a) Virality (50% of total score)

- The ‘Virality’ score is calculated based on the total number of Views, Likes and Shares as of the closing date and time of the Competition. Only Views, Likes and Shares of the original post(s) of the Video Entry will be counted.
- Views, Likes, and Shares on reposts of the same video or on the same content posted by accounts not registered as part of the Competition will not be counted.
- Comments are not considered in the ‘Virality’ score.

b) Content (50% of total score)

- The ‘Content’ score is awarded by a Panel of Judges (the “Judges”) appointed by the Organiser. The Organiser reserves the sole right to select and amend the Panel of Judges at any point before, during or after the Competition as necessary. The decision of the Judges will be final, and no appeals will be entertained.
- Scoring is broken down into the following components:
  - Quality of Content (25% of total score)
    - Technical elements including, but not limited to videography, editing and sound, and
    - Creative elements including, but not limited to, novelty of concept and entertainment value.
  - Effectiveness of Concept (25% of total score)
    - Effectiveness of the video in helping to raise awareness of scams (e.g. how a specific scam type works, tell-tale indicators, what to do if targeted and how to avoid helping scammers in the commission of the scam)

## COMPETITION PRIZES

21. For each of the two categories, Participants with Video Entries achieving the top three scores (the “**Winner**”) will win cash vouchers (the “Prize”):

Secondary Category	Tertiary Category
1st – \$4,000 cash voucher 2nd – \$3,000 cash voucher 3rd – \$2,000 cash voucher	1st – \$4,000 cash voucher 2nd – \$3,000 cash voucher 3rd – \$2,000 cash voucher

22. Only one Prize will be awarded per Winner, regardless of the number of Participants in the team.

23. The Prize is subject to any accompanying terms and conditions set by the Organiser, and the Organiser reserves the right to substitute the Prize with any alternative prize(s) of comparable value as assessed by the Organiser if necessary.

24. The Winner will be notified through email, where the Organiser will provide details on how to claim the Prize. The Organiser reserves the right to require the Winner to produce (i) proof of identity and (ii) proof of place of residence / study to claim their Prize.

25. In the event the Winner does not respond to the said email within 1 week, the Winner's prize will be forfeited to the Organiser and the Winner will lose claim whatsoever to the Prize. The Organiser will then reserve the right to award the forfeited Prize to a new Winner.

## **PERSONAL INFORMATION**

26. By entering the Competition, all Participants are deemed to have consented to the Organiser's collection, use, processing or transferring of their personal data (including but not limited to their names, their social media handles and profile pictures) for promotional, marketing and publicity purposes about the Competition. It is a condition for participation in the Competition that the Participants are deemed to have consented to the public disclosure of their names and Video Entries for publicity or commercial purposes or otherwise, and the Organiser shall be entitled to use any such information for any future marketing effort, without any further notice, payment, or compensation to the Participants.

27. Participants warrant that all information submitted is true, current, and complete. Participants must inform the Organiser immediately of any inaccuracies in the information submitted.

## **GENERAL**

28. The Organiser reserves the right to cancel the Competition for reasons beyond its control. The Organiser (including its employees, officers, agents, and assigns) is not responsible or liable for any loss or damage relating to or arising from the Competition (including cancellation of the Competition) or the Prize awarded, regardless of the cause and reason, to the extent permitted by law.

29. These Terms and Conditions shall be governed by the laws of the Republic of Singapore, and the Participants hereby agree to submit to the exclusive jurisdiction of the Singapore courts.

30. The Competition is in no way organised, sponsored, endorsed, or administered by, or associated with TikTok and Instagram. These platforms are not liable for any losses, damages, costs or expenses that any party may suffer and/or incur as a result of or in connection with the Competition and/or Prize.

31. This Competition may be recorded and photographed. By participating in the Competition, the Participants consent to the use of their photographs and video recordings. The photographs and video recordings may be published or broadcasted in the Singapore Police Force's publications and in publicity materials, including the Singapore Police Force's website and social media.

32. The Organiser reserves the right to use and publish any Video Entry, in whole or in part, on the Singapore Police Force's website and social media.

## ANNEX A

#YAS2026 Registration Form	#YAS2026 Submission Form
 <p>https://go.gov.sg/yas2026-registration</p>	 <p>https://go.gov.sg/yas2026-result-submission</p>
<a href="https://go.gov.sg/yas2026-registration">https://go.gov.sg/yas2026-registration</a>	<a href="https://go.gov.sg/yas2026-result-submission">https://go.gov.sg/yas2026-result-submission</a>

## ANNEX B

1. Content that is objectionable or breaches the Community Guidelines of TikTok and Instagram's may be removed by the respective platform:

- a) TikTok: (<http://www.tiktok.com/community-guidelines/en/overview>), and
- b) Instagram: (<https://about.instagram.com/community>)

2. Please observe these house rules for postings that represent the Singapore Police Force (SPF):

- a. No personal or defamatory attacks against individuals,
- b. No posting of personal/sensitive details such as NRIC, addresses or phone numbers,
- c. No spamming of posts,
- d. No advertisements or sales content,
- e. No derogatory comments on race, religion, gender or politics,
- f. No harassment of any kind,
- g. No offensive content or foul language, and
- h. No posting of potentially libellous, explicit or pornographic material.

3. We reserve the right to disqualify content which we perceive as sensitive, disrespectful, malicious, or misleading.

4. Content creators or anyone who persistently breaches the above-mentioned may have actions taken against them.