

## **RULES AND GUIDELINES FOR #YOUTHAGAINSTSCAMS VIDEO COMPETITION 2025 – SCHOOL CATEGORY (INDIVIDUAL AND TEAM) AND OPEN CATEGORY**

The #YAS 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 shall be final.

3. 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.

4. There are two categories in the Competition:

a) School Category

- i. The school category is open to all current students from the following education institutes:
  - Secondary Schools;
  - 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.
- ii. Participants may join the Competition as individuals or as a team. School teams may only be formed by students from the same school.

b) Open Category

- i. The open category is available to youths aged 19 to 35 years old, whether they are students of any school or not.
- ii. Participants may join the Competition as individuals or as a team.

*Example 1.*

*Students aged 19 to 35 years old may form a team with students from other schools under open category.*

*Example 2.*

*Friends and colleagues aged 19 to 35 years old may form a team under open category.*

5. The Competition will be conducted on TikTok, Instagram and YouTube from 0001hrs on 01 May 2025 to 1800hrs on 31 July 2025.

## **HOW TO REGISTER**

6. To be eligible for the Competition, the Participants must:
- a) Fulfil the criteria under para 1-5;
  - 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 with the Organiser via the registration FormSG.

## **CREATING AND UPLOADING OF VIDEO**

7. Successfully registered participants will be given resources on specific scam types. Using these resources, participants are to conceptualise, create and post their videos on the social media platforms TikTok, Instagram and YouTube to raise awareness on these scam type(s), and help to reduce viewers' chances of falling prey into them. All video entries should be at least 15 seconds long. All entries must include the below hashtags in the caption:

#YouthAgainstScams2025  
#SingaporePoliceForce

8. Participants must set their social media accounts to public and make available for public viewing.

9. All videos submitted for the competition must be available online until prize presentation at the end of the competition.

10. Participants are allowed to create multiple videos. The videos may be posted on TikTok, Instagram and YouTube. The videos on each platform must be able to capture the Views, Likes and Shares statistics.

- a) TikTok – entry must be a video post
- b) Instagram – entry must be available as Video post and Reel post
- c) YouTube – entry must be a Video post and Shorts post

11. Participants are encouraged to familiarise themselves with the posting restrictions of each platform before using it.

12. Participants may choose to use one or all three social media platforms. If participants chose to use all three platforms, the same video must be posted across all three platforms.

13. Participants are encouraged to use the same social media handle across the platforms.

## **HOW TO SUBMIT**

14. Participants can create and post multiple videos. However, participants can only choose one video for submission to SPF via FormSG for tabulation of score. The Views, Likes and Shares of the one video across all platforms will be taken into consideration for scoring.

### *Example*

*Participant X wanted to use TikTok, Instagram and YouTube platform for the competition. Participant X then created 4 videos and posted all 4 videos on all platforms.*

*During submission, Participant X can only choose 1 out of 4 videos he posted for submission. If Participant X selected video Y for the submission, Participant X have to submit the Views, Likes and Shares of video Y on all three platforms.*

15. The FormSG link for submission will be made available to participants upon successful registration.

16. Entries submitted before the start and after the end period of the Competition will not be eligible for consideration.

17. The Organiser accepts no responsibility for any 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. All entries shall be subject to the approval of the Organiser, which has the sole discretion to disqualify and/or remove any entry as it deems fit, including but not limited to comments which:

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

19. The winners will be announced by the Organiser at the end of the competition.

20. The winning entries from the Competition will be chosen by the Organiser at its sole discretion. The Organiser's decision is final, and no further correspondence will be entertained.

## **SCORING GUIDELINES**

21. Entries shall be judged based on two Criteria – Virality and Content (each forming 50% of the total score). Only 25 submissions with the highest virality scores in each category will be assessed on their content. The breakdown of the two scoring criteria is as follows:

### a) Virality

- The 'Virality' score shall be calculated based on the total number of Views, Likes and Shares as of the closing date and time of the Competition. Views, Likes and Shares of the original post from the participants' registered TikTok, Instagram and YouTube account will be considered.
- Views, Likes, and Shares on reposts of the content or on the same content posted by accounts not registered as part of the competition will not be considered in the 'Virality' score.
- Data pertaining to virality, including screenshots of analytics will be required to be shared with the Organiser for judging purposes.
- Comments shall not be calculated in the 'Virality' score. However, Participants are expected to monitor their respective entries and remove comments that may be deemed inappropriate, indecent or contain abusive language. Failure to do so may render the Participant liable to disqualification.

### b) Content

- Content shall be measured as a subjective score based on the effectiveness of the entry in educating viewers about scams and advising viewers not to fall victim to scams and/or facilitate the commission of scams.
- Content score shall be judged 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 shall be final, and no appeals will be entertained.
- Further breakdown of Content scoring:
  - 20% of overall score - Quality of Content (maximum points: 20)
    - The elements of content that will be assessed include, but not limited to, are videography, editing and sound.
  - 20% of overall score - Effectiveness of Concept (maximum points: 20)
    - How effective the video is at targeting youths i) to prevent them from falling prey to scams that they are more susceptible to and/or ii) to avoid becoming someone who helps scammers in the commission of crime.
    - How informative the video is at spreading awareness of the scam type (such as the methodology of the scammer), how victims may realise that they are the target of a scam (tell-tale indicators) and/or becoming a money mule and what they should do in such a situation.
  - 10% of overall score - Creativity of Concept (maximum points: 10)
    - Concept shall be assessed by the judging panel.
    - Scoring shall be based on the attractiveness of the concept, the visual vibrancy of the entry, as well as its ability to effectively leverage the platform/medium. Creativity will be assessed relative to other entries submitted as part of the competition.

## PRIZES

22. Participants who submit the winning Competition entry (the “Winner”) will win cash vouchers (the “Prize”). Only one Prize shall be awarded regardless of the number of team members, in the event that the Winner is a Team.

<b>School Category</b>	
<b>Individual</b>	<b>Team</b>
1st – \$2,000 cash voucher	1st – \$4,000 cash voucher
2nd – \$1,500 cash voucher	2nd – \$3,000 cash voucher
3rd – \$1,000 cash voucher	3rd – \$2,000 cash voucher
Most participative school (most no. of video submission): \$2,500 cash voucher	

<b>Open Category</b>
1 <sup>st</sup> - \$4,000 cash voucher
2 <sup>nd</sup> - \$3,000 cash voucher
3 <sup>rd</sup> – \$2,000 cash voucher

23. The school with the most number of submissions shall be awarded \$2,500 cash vouchers.

24. The Prize is subject to any accompanying terms and 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.

25. 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, (ii) proof of place of residence/study to claim his/her Prize.

26. The Winner’s prize will be forfeited to the Organiser and the Winner shall have no claim whatsoever on the Prize, in the event the Winner is not contactable through email within 1 week upon the announcement of the winner by the Organiser. The Organiser will then reserve the right to award the forfeited Prize to a new Winner.

## PERSONAL INFORMATION

27. 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 his/her name, and their Valid Entry 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.

28. Participants warrant that all information submitted is true, current, and complete. Participants shall inform the Organisers immediately of any inaccuracies in the information submitted.

## **GENERAL**

29. The Organiser reserves the right to cancel the Competition for reasons beyond its control. The Organiser (including its employees, officers, agents, and assigns) shall not be 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.

30. 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.

31. The Competition is in no way organised, sponsored, endorsed, or administered by, or associated with TikTok, Instagram and YouTube. TikTok, Instagram and YouTube 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.

32. 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.

33. The Organiser shall reserve the right to use and publish the Participants' contents on Singapore Police Force's website and social media.

## ANNEX A

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

- a) TikTok: (<http://www.tiktok.com/community-guidelines/en/overview>)
- b) Instagram: (<https://about.instagram.com/community>)
- c) YouTube:  
(<https://www.youtube.com/howyoutubeworks/policies/community-guidelines/>)

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, politics
- f. No harassment of any kind
- g. No offensive content or foul language
- 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 breach the above-mentioned may have actions taken against them.