

**CENTRE OF DEVELOPMENT AND RESOURCES FOR STUDENTS**  
**GUIDELINES ON BULK EMAIL SERVICE FOR STUDENT SOCIETIES**

1. Student Societies which have registered with the University<sup>#</sup> are eligible to use the bulk email service provided by the Information Technology Services (ITS) of the University.
2. The bulk email system is used for distributing events and important matters of student societies. Requests from individuals will not be entertained. Promotion for external organizations is not allowed.
3. Each student society is allowed to submit ONE bulk email request on each working day. Bulk email service is not available on Saturdays, Sundays and University/Public Holidays.
4. Student societies can submit the bulk email requests at <https://wp3.cedars.hku.hk/form/web/socbulkemail> .
5. The daily cut-off time for submitting bulk email requests is 4:30 p.m. on working days. Any submission after the daily cut-off time will be processed on the next working day.
6. Requests from student societies will be processed on a first-come-first-served basis. There is a daily quota in the bulk email system. Requests exceeding the daily quota will be processed on the next working day.
7. The email title and content should be in both English and Chinese. In case the main content of the email or event is in Chinese, there should be at least a short description of the event/email in English to facilitate readers who do not understand Chinese. The character limit for the email content is 10,000 characters including space. The poster/banner image should be within 200kb.
8. The content of bulk email requests should not contain the following:
  - a) disclosure of information which infringes privacy of any individual;
  - b) abusive, offensive or threatening language and expressions directed at a person or group;
  - c) defamation or stigmatisation of a person or group;
  - d) hate speech
  - e) indecent or illegal materials, or activities potentially causing public disorder
  - f) commercial promotion
9. Centre of Development and Resources for Students (CEDARS) will review the content of bulk email requests and may clarify details with student societies. CEDARS reserves the right to reject repetitive requests, requests with inappropriate content, and societies with non-compliance with “the Code for Student Societies in The University of Hong Kong” (once confirmed).
10. Enquiries: 3917 2305 / [socbulkmail@hku.hk](mailto:socbulkmail@hku.hk)

<sup>#</sup> Registration via Co-curricular Support Office.