
Campus Life

Policies

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Posting and Promotions Policy

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Applies to:

Faculty, Staff, Students

Policy Overview:

Issued: 07-16-2020

Next Review Date: 08-08-2024

Frequency of Review: Annually

University of Health Sciences and Pharmacy in St. Louis recognizes the need to provide students an avenue to post and advertise events and information for their various activities. The University also takes its role as a steward of the environment seriously. This includes balancing the overall aesthetic appearance of campus with the need for student information sharing. Therefore, this policy has been developed to provide guidelines and procedures by which students, groups and organizations can post materials at various specifically designated areas in or around UHSP Facilities. The Posting and Promotions Policy applies to the posting of printed and electronic announcements and promotions on campus including event-related information, promotions, publicity materials and fundraising collateral. The policy outlines guidelines for posting and sharing information anywhere on campus including sidewalks, bulletin boards, video boards and any other display areas.

Applies to students, student organizations, student-affiliated organizations, and the faculty/staff advisors for student groups.

Table of Contents:

- Definitions
- Policy Details
- Procedures
- Violations
- Responsibilities
- Resources
- Policy Contacts

Definitions:

Term	Definition
Posting	Taping, gluing, tacking, or using other adhesive materials to affix an announcement or promotion to a surface.
Bulletin Board	A cork board adhered to hallways and poles to tack flyers to.
Announcement/Flyer	Any announcement or promotion directed to members of the campus community, including flyers, posters, sidewalk chalk, table tents, or video board display.
Digital Video Board	A flat screen television in a communal space that's primary purpose is for advertisement.
Alertus Beacons	Alertus Beacons are a part of the UHSP emergency notification system. In the event of an emergency, they will sound an alarm and display LED lights to grab attention and the emergency message will scroll across the front of the beacon.
Registered student organization	Student Organizations must complete an annual registration process with the director of student development and engagement in order to be considered a registered student organization.

Details:

1. All students are required to follow institutional expectations of appropriateness, copyright law, and grammar/spelling for postings. Organizations not following expectations will be held accountable.
2. Announcements and promotions may *only* be posted in the locations identified within the policy.
3. Guidelines for submissions to This Just In... Events App (TJI Events App):
 - A. In order for any event to be promoted, it must first be submitted to the UHSP This Just In...Events App (accessible on the Microsoft MyApps portal or through PowerApps).
 - B. Student organizations must submit their room requests to EMS and receive approval for their room use *prior to* requesting promotions through the TJI Events App.
 - C. The TJI Events App is the method by which campus departments, colleges, and student organizations can request promotion for their events via:
 - i. TJI Events App (automatically included once an event is approved)
 - ii. Email to students via This Just In...Events Newsletter
 - iii. Digital Video Screens
 - iv. Posting around campus on the designated bulletin boards
 - v. Campus Life Social Media (Instagram and Facebook)
4. Guidelines for all postings:
 - A. Content should be informative/educational and in accordance with UHSP values.
 - B. Items may not include offensive language, offensive artwork, references to alcohol, and/or references to illegal substances.
 - C. All items should be **submitted no later than 1 week prior to the date you want them to be advertised.**
 - i. For example, if you want your poster to be up 3 weeks before your event, you should submit it to the TJI Events App at least 4 weeks prior to the event.
 - ii. Allow 1 week for items to be processed.
 - iii. You can always submit earlier.
5. Guidelines for emailing students:
 - A. Follow guidelines for all postings in #4 above.
 - B. Emails to students will be shared via the UHSP Events Newsletter "This Just In...", provided by the Office of Campus Life.
 - C. Student organizations or campus departments wishing to email all students to promote their event should submit their event to the TJI Event App and indicate the desire to include the event in "This Just In..."
6. Guidelines for creating postings for bulletin boards:
 - A. Follow guidelines for all postings in #4 above.
 - B. Flyers should measure 8.5 in. x 11 in. (portrait or landscape).
 - C. Posting on doors is not permitted. The only exception is for special or emergency all-campus announcements (e.g. University closures, holiday office hours).
 - D. Postings for external businesses (i.e. employment, apartment listings, etc.) are limited to one flyer per building. All external business flyers must be approved by the Vice President for Operations or the Institutional Events Manager.
 - E. Tacks must be used on bulletin boards.
 - F. A student worker from Campus Life will post all flyers to ensure that they are put in designated areas.
 - G. Locations for postings on bulletin boards:
 - i. Jones Hall: on bulletin boards and hallway posts covered with bulletin board material
 - ii. Academic and Research Building: library bulletin boards on 1st and 2nd floors; above the copy machine on the 3rd floor.
 - iii. Recreation and Student Center: 3rd floor bulletin board located near the fitness center and 4th floor bulletin boards located near the student organization offices and the student lounge.
 - iv. South Residence Hall: bulletin board by entryway, first floor lobby by the elevators.
 - v. North Residence Hall: wall near elevators on each floor.
7. Guidelines for Digital Video Board Postings
 - A. Follow guidelines for all postings in #4 above.
 - B. Digital flyers must:
 - i. Be saved as an image file (PDFs are not able to be posted)
 - ii. Be formatted in landscape
 - iii. Be in a 4:3 ratio (preferably 920 x 760 pixels, although larger images will be sized down)
 - C. A template for video boards has been created by marketing and can be accessed at the [Template Library](#).
8. Guidelines for Social Media Postings
 - A. Follow guidelines for all postings in #4 above.
 - B. It is recommended but not required that social media postings be square.
9. Guidelines for Chalking:
 - A. Follow guidelines for all postings in #4 above.
10. Postings not permitted:
 - A. Credit card solicitations and/or postings
 - B. National, state, or local political messages/postings

- C. Tobacco advertising/postings
 - D. Alcohol advertising/postings
 - E. Posting on trees, plants or other landscape or hardscape
 - F. Using tape, nails, or glue on any surface to post items
 - G. No items may be posted on exterior building surfaces, including doors
 - H. No posting in elevators
 - I. On emergency exit signs, floors signs, and any life safety or emergency notification equipment such as Alertus Beacons or automated external defibrillators (AEDs)
11. Any materials posted in non-approved areas or not in accordance with the posting policy are subject to removal at any time. Possible sanctions for groups or organizations found in violation of this policy include the suspension of posting privileges.

Procedures:

1. Process for requesting promotion for an event through TJI Events App, email (TJI newsletter), digital video boards, postings on bulletin boards, social media and chalking.
 - A. Before requesting promotion ensure that you have requested and been approved for your event space through EMS.
 - B. Submit your event to the This Just In Events App.
 - C. In the form in the app, indicate how you would like to have your event promoted: email (TJI newsletter), digital video boards, postings on bulletin boards, social media, and/or chalking. You can select all, some, or none of these.
 - D. Once an event is submitted to TJI Events App the executive assistant for campus life will approve the event within 1 week.
 - i. Events that are not approved will be marked as rejected and the student or employee will receive an email notification with information about why the event was rejected and what steps they can take to resubmit their event for approval again.
 - E. Events submitted to the app and approved will be promoted as follows:
 - i. All events are automatically promoted via the app immediately once approved and will be visible until the time the event is scheduled to begin.
 - ii. All events will also be automatically promoted via the table displays in the Library, Morty's 1864 café, and the 4th floor lobby of RAS during the week of the event.
 - iii. If requested, events will be shared in "This Just In..." as follows:
 - a. Events will be shared 1 – 4 weeks prior to the event in the section titled Future Events. Events should be submitted one full week before the date of the newsletter to be included. (Example, if the newsletter goes out on Sunday the 18th, events should be submitted by Sunday the 11th.)
 - b. Events will be highlighted in the section Events for This Week during the week (Sun – Sat) that the event occurs.
 - c. Fundraisers will be shared in the section titled "Fundraisers" for the duration of the fundraiser.
 - iv. If requested, flyers on bulletin boards will be shared up to 4 weeks prior to the event. Events happening in the current week will be highlighted under the heading "This Week's Events" on bulletin boards with that feature. Please allow up to 1 week after approval for flyer to be posted.
 - v. If requested, digital video board displays will be shared up to 4 weeks prior to the event. Please allow up to 1 week after approval for flyer to be posted.
 - vi. If requested, social media posts will be shared the week before the event. Exact dates will be determined by the office of campus life in order to space out postings so as not to adversely affect the algorithms that determine visibility of Campus Life accounts on newsfeeds. Additionally, as staffing permits, stories will be created to highlight events on the day of the event.
2. Process for chalking:
 - A. Sidewalk chalk is available to be checked out from the office of the Coordinator for Student Engagement.
 - B. No brick surfaces, sides of buildings, windows, or covered sidewalks should be utilized for chalking.
 - C. Chalk on sidewalks that are not under an overhang
 - D. The message should be brief and clear.
 - E. Chalk design should be concise and professional as well as include the date and time of event.
 - F. Return chalk to the Coordinator for Student Engagement on the day it was checked out.
 - G. Check out clean up supplies from the Coordinator for Student Engagement and use supplies to remove the chalk within 2 days after the event. Student organizations that do not remove chalk after 3 days will be in violation of this policy and will be subject to fines and/or sanctions.

H. Return clean up supplies to the Coordinator for Student Engagement on the day they were checked out.

VIOLATIONS:

Violations of this policy will be adjudicated under the processes set forth in the University of Health Sciences and Pharmacy in St. Louis Code of Conduct.

Groups or individuals responsible for violations will be assessed the actual cost of cleanup and any necessary repairs. The minimum charge will be \$50 with additional actions and fees possible in more serious cases.

Responsibilities:

<u>Position/Office/Department</u>	<u>Responsibility</u>
Campus Life/Events/Operations	Post new flyers and remove outdated flyers from posting areas
Campus Life/Events/Operations	Communicate posting policy to the community

Resources:

Templates for Video Boards can be found on Campus Web under Employee Resources -> Marketing Resources -> Template Library.

Policy Contacts:

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