

Campus Promotions Guide



How to Effectively
Promote your Events
on Campus!

For Departments &
Registered Student Organizations

Campus
Life!

RESOURCES

THE DEPARTMENT OF CAMPUS LIFE

wants all of your events on campus to be successful! Please remember that Clayton State University has a strict posting policy that is intended to protect campus facilities and improve University aesthetics.

Posting privileges for approved events and meetings on campus are limited to recognized student organizations, Athletics, academic & administrative units.

Non-University persons, businesses, vendors or non-profit organizations are strictly prohibited from posting advertisements, event announcements and services on campus.

This brochure details acceptable marketing strategies and provides you with ideas for successfully promoting your events on campus while always following appropriate policies & procedures!

Please do not hesitate to contact the Department of Campus Life should you have any questions or suggestions on how we can help to make your events more successful!

- **Media & Printing Services**
(678) 466-4377
- **Next Day Flyers**
www.nextdayflyers.com
- **FedEx Kinkos (Mt. Zion)**
(770) 478-6648
- **University Relations**
(678) 466-4460
- **University Image and Communications**
CSU East, 2nd Floor

CONTACT US!



The Department of Campus Life

Student Activities Center, Suite 223
2000 Clayton State Blvd.
Morrow, GA 30260

Phone: 678-466-5433
Fax: 678-466-5470
Email: [Campus Life@clayton.edu](mailto:CampusLife@clayton.edu)
Web: www.clayton.edu/campus-life

TYPES OF MARKETING

FLYERS

- **All campus postings must be approved by Campus Life.** CAMPUS LIFE WILL ONLY APPROVE (35) FLYERS, posters or signs per event, meeting or program.
- **DON'T FORGET THE DISABILITY STATEMENT!** This statement must appear on ALL flyers: Individuals requiring disability related accommodations for participation in University sponsored events should contact disabilityresourcecenter@clayton.edu or 678-466-5445.
- The **name** of the sponsoring unit must be clearly stated on all posters, signs, flyers or banners as well as the **date, location & time** of the event/meeting.
- Postings must be removed within **24 hours** or the next business day following program, meeting, or event.

EMAIL

- Events must be registered and approved with Campus Life before an Email Announcement request can be submitted.
- Announcements are sent out every Monday, Wednesday & Friday for events that are occurring within two weeks of the Announcement date.

STUDENT MEDIA

- Ads in **The Bent Tree** newspaper.
- Announcements & commercials on **Clayton State Internet Radio (CSIR)** & **Clayton State Television (CSTV)**.

For more Information, contact the Student Media Advisor:

Jennifer DeMond

JenniferDemond@clayton.edu

SOCIAL MEDIA

- **FACEBOOK** Create a page for your Organization or Department. Advertise through your timeline & photo albums!
- **TWITTER!** Advertise your events in 140 characters or less! Follow your favorite Organizations to know what's happening!
- **PINTEREST** is a social networking site where you "pin" & "repin" a collection of photos that you like. You must own the rights to any photos you pin.
- **QR CODES** are electronic barcodes that link to websites & other web content.

Please remember at all times that whatever you post on the internet is a representation of not only yourself, but your Student Organization and Clayton State University. Use proper judgment online.

CHALKING

- Sidewalk chalk is permitted on the main sidewalk of the campus courtyard, (the rear of the UC) also known as the QUAD.
- Sidewalk chalk is also permitted at the SAC and other walkways as approved by Campus Life.

POSTING POLICY

The complete University Posting and Announcement Policy can be found online at: <http://www.clayton.edu/Portals/535/docs/posting-announcement.pdf>

WHERE TO MARKET

- **FLYERS** may be posted on **approved bulletin boards** in the UC, Student Center, SAC, Arts & Sciences Building, Laker Hall & Clayton Station. **All other areas must be approved by the Dean of the School or College.**
- **HAND-BILLS** (small flyers) may be distributed upon approval from the Department of Campus Life. They may be distributed on Main Street in the UC & in student mailboxes in Laker Hall with approval.
- **22 x 28** professionally printed **POSTERS** in the UC & the SAC.
- **BANNERS** with reinforced holes along the top and made with durable materials in the UC, the SAC & approved outdoor areas.
- **YARD SIGNS** in appropriate areas.
- **NEATLY CRAFTED, HAND-MADE POSTERS** to be hung in UC & the SAC.
- **TABLE TENTS** in the UC & the SAC.

BE CAREFUL...



Violations of the University posting policy may result in loss of posting privileges!

- Do not post un-approved flyers!
- Do not be offensive in language, graphics or ideas.
- Do not use or alter the University's logo or shield without permission.
- Flyers may not overlap or conceal any portion of another posted flyer.
- "Sandwich" boards are not allowed inside buildings.
- Flyers and Handbills may not be placed on cars or trees or in any unauthorized location.