Section 6: Advertising Policy

Student organizations are prohibited from advertising their events until a room reservation has been made and a space has been approved for use. For example, a request to use the Terrace Room does not mean that you have been approved to use the Terrace Room. Put another way, you cannot advertise an event that you hope to organize in the Terrace Room unless you have received confirmation that you are entitled to use that space. Events on the Confirmed Events Calendar can only be advertised.

Student Organizations are responsible for printing their own posters, flyers, and programs.

Flyers

Events, meetings, and activities may be promoted by posting flyers on the School of Law Announcements and Events bulletin boards. Flyers must comply with the following requirements, or they will be removed and discarded. Flyer example found in Appendix __.

- Flyers must include information about the event’s university affiliation, School of Law affiliation, or student organization affiliation.
- Flyers must include the event date, a deadline to RSVP if required, and contact information (name and email address).
- Flyers must include the following messaging regarding disabilities:
  - “If you need a disability-related accommodation, please contact the Assistant Dean of Student Affairs office at lawstudentaffairs@usfca.edu at least seven days in advance of the event.”
- Flyers may only be posted on the two Dean’s Office Bulletin boards located on the first floor of Kendrick Hall (Student Boulevard and Student Lounge).
- Student organizations may also ask administrative offices, faculty, and other student organizations to post flyers on their bulletin boards.

Posters

In addition to the flyers, student organizations may have one poster mounted on an easel for an event. The SBA has four easels for student organizations’ use. Please contact the SBA to reserve an easel for your event. If all of the SBA easels are being used, please email either lawstudentaffairs@usfca.edu or lawcareer@usfca.edu to inquire about an available easel. Posters must comply with the following requirements, or they will be removed and discarded.

- You may have a maximum of one poster on an easel per event, meeting, or activity.
- The maximum size for all posters is 2” x 3”.
- Posters on easels can be displayed for a maximum of one week.
- Posters must include information about the event’s university affiliation, School of Law affiliation, or student organization affiliation.
- Posters must include the event date, a deadline to RSVP if required, and contact information (name and email address).

Student organizations must promptly remove all flyers and posters once the event has concluded. If a student organization seeks an exception to this policy, please contact the Assistant Dean for Student Affairs.

Digital Signage

School of Law Digital Signage, found on the two television screens in the Student Lounge of Kendrick Hall, is managed by the Office of Student Affairs and USF Web Services. Web and Digital Communications reserves the right to make decisions about what is and isn’t appropriate for posting and when a posting will appear in the announcement rotation. All events posted in the events section should be open to the entire law student community.

To learn how to create and submit Digital Signage please use the two following links:


External USFCA Calendar

The external marketing calendar is for calendar entries posted on the usfca website. The audience for this calendar is prospective students, alumni, and the general public. It is important to note that not all events should be added to this calendar, but events that show the life and culture of the law school are important to include. For example, student organization meetings should not go on the external website, but events like the Black History Month Reception, the Judges of Color Panel, or the WLA Tea should. This must be done 3 weeks before an event. To get your event on the usfca external marketing calendar, please email webservices@usfca.edu. Your email must include the following information:

- Event Name (please note the reservation name in EMS must be the same as the event title, if it is not please change it or email eventsmanagement@usfca.edu to change it)
- Description (this includes headshots of panelists, bios, event details like date, time, location)
- RSVP link
- Person or email alias to contact if there are any questions with their contact information

Electronic Email Invitations and Registration Pages

Electronic email invitations are used for events that have an external audience (i.e. alumni). To send out an electronic email invitation, you must have a registration page that is created by the university through cVent. This must be done 6 weeks before an event. In order to send an
electronic email invitation you must have your own distribution list. This list can include internal and external constituents and there are several student groups that have already done this through networking and tabling. If you need help creating a constituent list or have any questions, email lawalumni@usfca.edu. To begin the process of creating a registration page and/or sending an electronic email invitation, email to ecommunications@usfca.edu the following information:

- Event Name (please note the reservation name in EMS must be the same as the event title, if it is not please change it or email eventsmanagement@usfca.edu to change it)
- Description (this includes headshots of panelists, bios, event details like date, time, location)
- Person to contact if there are any questions with their contact information
- Request for registration page- we will create a custom rsvp link

If you are unable to provide a distribution list, but require a registration page, we can add your event the newsletter that goes out to all law alumni. With this, you are required to have a calendar entry on the external usfca calendar (see above). Email ecommunications@usfca.edu to get your event on the external marketing calendar.

This Week at USF

Please submit your event to http://bit.ly/ThisWeekatUSF_Submit no later than Friday at 12:00 p.m. so your announcement can be included in the following week’s edition of This Week at USF which is sent every Monday to students, staff, and faculty.

- Requirements for Event Announcements:
  - Title of Event
  - Sponsoring Student Organization
  - Date
  - Time
  - Location
  - Link to RSVP (if any)
  - 1-3 sentence description of the event
  - Flyer
  - Email for point of contact for any event questions

SBA Newsletter

Please email announcement to the SBA Secretary at usflawsec@gmail.com no later than Thursday at 12:00pm to include in the SBA Newsletter sent every week on Sunday. Please include all relevant information (use This Week at USF requirements for reference) regarding your event and if you wish to include a flyer or photo, please make sure it is a jpeg format.