

The Department of Residence Life and Housing is moving from paper sign publicity to electronic bulletin boards social media to publicize events and activities occurring on campus and within the University Community. Review of previous paper publicity use and student feedback indicates the use of paper signs is both ineffective and costly for students, organizations and departments wishing to publicize activities. Paper media will not be accepted for display on residence hall floors.

### **Department of Residence Life and Housing Residence Hall Publicity Guidelines**

The following guidelines have been established to assist in the circulation and dissemination of information about university activities and events to resident students:

#### **Social Media**

Resident Assistants, registered student organizations across campus and University departments looking to promote activities in the residence halls, are encouraged to use social media (like Org Sync/Facebook/Twitter) to promote events:

- Lists of Residence Life and Housing social media feeds are available upon requests.
- Student leaders and Resident Assistant (RA) staff using social media will be identified at the beginning of the year.
- Requests for RA and student leaders to communicate with their followers about specific events can be made by submitting requests to the department media coordinator who will forward the requests to RA and student leaders who may chose to promote the event through social media. All requests should be no more than 145 characters in length and include date, time, location and sponsor of activity.
- All such social media requests should be made two weeks prior to an event and are subject to the discretion of the individual RA and student leaders.

All decisions regarding content posted by student leaders and RA staff will be evaluated by the Department of Residence Life and Housing.

#### **Bulletin Boards and Electronic Bulletin Boards**

Electronic bulletin boards will be viewed at the entrance to residence halls and will be used to display a limited number of electronic advertisements. 10-15 electronic advertisements will be selected for circulation each week by the Department of Residence Life and Housing and will be displayed in rotation on the electronic bulletin boards:

- Online requests for advertisements must be received at least two weeks in advance from requested post date.
- Requests will be made at the following web address <https://orgsync.com/36378/forms/52098>
- The Department of Residence Life and Housing reserves the right to notify sponsors of accepted and unacceptable submissions. Advertisements maybe declined for technical or administrative reasons as well as submissions that are inconsistent with the rules, policies and guidelines established within the Residence Hall Handbook, The Code of Student Conduct, University Rules and Regulations and the residence hall operational procedures.
- Notification of the status of requests will be received within one week of submission including acceptance, rejection, or required changes.
- Sample advertisements and guidelines are available by contacting the department media coordinator. Suggested guidelines include: file format, fonts supported by computers and monitors, font size, duration of slide display. All submissions should be in landscape format with an image size of 2000x1200 pixels. Make sure the advertisement is not text heavy. The slide will be displayed between 5 and 10 seconds.
- Use of Department of Residence Life and Housing electronic bulletin boards is not guaranteed for any student, registered student organization or department.
- The Department of Residence Life and Housing media coordinators are: Michael Strong [mstrong@uakron.edu](mailto:mstrong@uakron.edu) x7800 and Aysen Ulupinar-Butzer [aysen@uakron.edu](mailto:aysen@uakron.edu) x7800.

Cork bulletin boards will be reserved exclusively for the use of the Department of Residence Life and Housing, its student organizations and staff:

- For safety and aesthetics Residential Education, National Residence Hall Honorary, Sigma Lambda, Residence Hall Program Board, and Residence Hall Council are eligible to post on floors.

- Resident Assistant staff will continue to produce educational bulletin boards on their floors. Requests for collaborative projects related to these bulletin boards can be made one month in advance of post date to the
- Associate Director for Residential Education. Residence hall staffs will be made aware of requests and will choose to participate or not; and will also be responsible for the coordination and collaboration.
- The Department of Residence Life and Housing does not accept paper posters for posting on residence hall floors from students, registered students organizations, or University departments. No posters, fliers or signs can be hung on residence hall walls, doors, windows, or elevators without expressed permission from the Assistant Vice President and Chief Housing Officer or designee.

All decisions regarding what activities and events are posted on electronic or cork bulletin boards will be made at the discretion of The Department of Residence Life and Housing. If students, registered student organizations, or University departments are interested in advertising for specific activities and events they are encouraged to approach Residence Hall Council, Residence Hall Program Board, National Residence Hall Honorary, and Sigma Lambda for co-sponsorship of activities and events. Requests to co-sponsor will be made by registered student organizations and require advance notice and a collaborative and coordinated approach. First priority will be reserved for university use.

### **Email**

The use of residence hall student listserves is exclusively reserved for the Department of Residence Life and Housing for emergency notification and priority notices identified by the Associate Vice President and Chief Housing Officer. Students, registered student organizations or departments wishing to reach students in mass via email will be directed toward ZipMail.

### **United States Mail in Residence Halls**

All mail received by students in university residence halls is postmarked and delivered by the United States Postal Service with assistance from University Mailing Services. No advertisement or mass solicitation will be distributed to residence hall students via their mailboxes through residence halls.

### **Residence Hall Council**

The Residence Hall Council (RHC) is a legislative body comprised of representatives from every residence hall on campus. RHC meets every Tuesday night in the Ritchie Conference Room. To promote student organizations or activities before the council, contact the RHC President, at 972-7784 or email at [residencehallcouncil@uakron.edu](mailto:residencehallcouncil@uakron.edu). Many groups have found that a personal approach at an RHC meeting is very effective.

### **Rob's Café**

Posting of upcoming events and program publicity will only be allowed on the Marquees in Rob's Café by Department of Residence Life and Housing staff or Residence Hall Program Board. All postings must be approved by department staff.

Table tents in Rob's Café are reserved for the use of residence hall student organizations. Only residence hall groups are permitted to put table tents in Robs Café and they must be scheduled through Bonnie Bromley. There is a limit of three days advertising per event. Student groups are responsible for having their table tents printed. The "putting up" and "taking down" of tents is the responsibility of the student group. If a group fails to take down its table tents by the end of the third day, subsequent requests will be denied.

There are a limited number of tables in Robertson Café lobby which any registered student organization or academic/administrative department can use to promote their activities. Tables should be reserved through Jennifer Williams [jnw12@uakron.edu](mailto:jnw12@uakron.edu).

As identified in the Residence Hall Handbook the Department of Residence Life and Housing does prohibit solicitation within residence halls. Questions or comments regarding this policy are encouraged and should be directed to the Associate Director for Residence Life and Housing.