

POSTERS/FLYERS/DIGITAL SIGNS

Section: Public Relations

Policy: University Housing permits the posting of expressive media (e.g., flyers, posters and digital slides) by student organizations registered with the office of Engagement, Leadership and Service, as well as by university departments, schools and colleges.

Purpose: The purpose of this policy is to provide guidelines for the posting of expressive media in the residence halls.

Scope: This policy applies to student organizations registered with the office of Engagement, Leadership and Service and to university departments, schools and colleges. It applies to the posting of expressive media in common areas of the residence halls (e.g., bulletin boards, hallways and lobbies). Residence hall staff may post printed materials about hall events and resources in their living area as they see fit, as long as it adheres to all University of Georgia policies and local, state and federal laws. Exceptions to this policy are approved by the assistant director for communications or director of administrative services and communications.

Printed materials

- I. General guidelines
 - a. Flyers or posters promoting events involving alcohol/drugs, percentage nights, tear-away tags, or containing obscene language/imagery are not allowed.
 - b. Flyers and posters must adhere to all applicable laws, regulations and internal policies, including UGA's Solicitation Policy, Trademark Policy and Non-Discrimination and Anti-Harassment Policy.
 - c. The size of printed materials must not exceed 11"x17".
 - d. Printed materials should be submitted at least 10 business days in advance of when they are to be posted.
 - e. Printed materials submitted will be stamped for approval for a maximum of 21 calendar days.
 - f. Housing staff members will remove unapproved printed materials found posted in residence halls, and the associate director for residential programs and services will contact the organization or business's leadership to notify them of this policy.
 - g. Housing staff members are responsible for removal of outdated materials.
- II. Printed materials from student organizations, UGA departments, schools and colleges
 - a. Registered student organizations, as well as University departments, schools and colleges, may submit printed materials for posting in the residence halls to the University Housing administrative office reception desk located in 105A Russell Hall.
 - b. The assistant director for communications or their designee will approve printed materials—if they adhere to the guidelines outlined in section I—by stamping each print on the front with an expiration date. The date stamped

will either be the day after the event or a maximum of 21 days from approval date, whichever is sooner.

- c. If no white space is available on the flyer to stamp expiration date, housing staff will adhere a sticker to the flyer.
- d. Refer to [appendix A](#) for the number of printed materials accepted for each building, as well as locations for posting.

Digital sign slides

- I. University departments, schools and colleges may submit digital slides for to be approved for posting on the digital signs.
- II. General guidelines
 - a. Slides must be submitted no more than three business days prior to the date they are to be posted.
 - b. Slides may be posted on all digital screens or on the screens of specific buildings.
 - c. Slides may be approved to be posted for a maximum of 21 calendar days.
 - d. University schools, colleges and departments may display a maximum of two slides at a time.
 - e. University Housing is not responsible for the permanent storage of any submitted materials beyond their expiration dates. Files may be deleted after the last scheduled run date.

III. Procedure

- a. Representatives of university departments, schools and colleges should submit slides via the [Digital Sign Submission Form](#), ensuring the digital files adhere to the following standards:
 - i. Content of digital materials must adhere to all University of Georgia policies as well as local, state and federal laws.
 - ii. Slide must be .jpg format.
 - iii. Slide dimensions must be 2,710 x 1,518 pixels.
 - iv. Slide file size must not exceed 10MB.
 - v. Slide must be in landscape orientation—portrait graphics on a landscape background will not be accepted.
- b. The web developer principal will approve and post the slides to the digital screens if they adhere to the standards set forth in section I.
- c. The web developer specialist will remove expired slides.
- IV. Once trained by the web developer principal, Residential Programs and Services staff members may post digital content to the signs in their individual areas of supervision as appropriate.

Reviewed: Sept. 6, 2022

Reviewed: November 11, 2020

Revised: August 1, 2020

Revised and approved by management team: October 1, 2019

Revised and approved by management team: March 19, 2019

Revised: February 27, 2019

Revised: November 3, 2016