

# CAMPUS PUBLICITY CHEAT SHEET

## ADVERTISING ON THE SEATTLEU CAMPUS

A quick guide to making your event or program's marketing plan according to our campus publicity policies.

You've worked hard on your event (or program) and you're looking for ways to get it advertised on campus. And as many of you know, it's not as easy as it sounds! We hope this guide will help you get familiar with the ways that you can implement your publicity plan while at Seattle U. For a more in-depth version of our policies, please visit the Resources + Policies section on the CSI website at [www.seattleu.edu/involvement](http://www.seattleu.edu/involvement).

### THE "MUST HAVES" ON ADVERTISEMENTS

#### CONTACT INFORMATION

All advertising must have the name of the sponsoring organization or group, the nature of the event, the date, time, location, cost if any, and a contact number or email for more information

#### CATHOLIC + JESUIT CONTEXT

All advertising must be coherent with the Catholic and Jesuit ideals, values, and teachings. If you have questions about this, please visit the CSI office in the Student Center 350 or email us.

#### INCLUSIVE LANGUAGE

Advertising which denotes sexist or racist overtones, has prejudicial messages, suggests violence and/or discrimination towards others in its message, content or program format will not be approved

#### ALCOHOL/DRUG REFERENCES

References to the promotion of alcohol and/or illegal drug use are not allowed. This includes imagery like beer or wine glasses and/or references to drug usage or any kind.

### MARKETING OPTIONS ON CAMPUS\*

#### Consider these points when coming up with your marketing:

Keep your marketing simple and direct. Your audience needs to know your message within a few seconds.

SU is a green campus. Try to utilize sustainable resources like TV screens and social media to do your part.

Social media is about engaging your audience, not just posting for the consumption. Be present on your social media beyond just marketing your events!

Housing and Residence Life has their own posting policy in the residence halls available on their website.



#### FLYERS

11" x 17" or smaller  
33 total  
Maximum time 1 month  
Only posted on approved bulletin boards



#### ROLL DOWNS

Larger than 11"x17"  
6' x 14' largest (only STCN)  
5' in Pigott  
Only posted in approved locations (STCN + PIGT)



#### TABLE TENTS

11" x 17" or smaller  
60 table tents max  
Only 4 per table  
Max 1 week



#### TV SCREENS

1280 x 720 px or YouTube videos (no sound)  
STCN and Link Collegium  
Email to [involvement@seattleu.edu](mailto:involvement@seattleu.edu)



#### CHALKING

Only allowed on surfaces that will naturally wash off with rainwater (not under awnings)



#### A FRAMES

STCN: Only allowed outside unless owned by a STCN office  
Allowed outside of buildings generally



#### CONNECTSU

Communicate to club members! Club events must be posted here before CSI will print flyers



#### SOCIAL MEDIA

Social media should follow the same guidelines as all other SU-related advertising

\* EVENT PLANNERS ARE RESPONSIBLE FOR REMOVAL OF ADS BY DUE DATE



### LET'S TALK PIXELS

#### ConnectSU

Promotion: 640x300  
Cover Photo: 2000x320  
Profile Photo: 300x300  
Event Image: 215x215

#### Television Screens

Student Center screens: 1280x720

#### Social Media

Check online for the best "fit" for images to make the most of posts



### POLITICAL ADS

All political activity is governed by the Student Code of Conduct. For more context, see: [www.seattleu.edu/deanofstudents](http://www.seattleu.edu/deanofstudents)

### WHERE TO GO FOR POSTING APPROVALS:

ON CAMPUS GROUPS

CSI  
STCN 350

OFF CAMPUS GROUPS

REDHAWK RESOURCE  
HUB  
DESK  
STCN 1