

# STUDENT INVOLVEMENT RSO MARKETING MATERIALS



## SOCIAL MEDIA PROMOTION

- ◆ **Tag @UWRFgetinvolved on Instagram to promote your events.** We will repost these on our story to help reach a wider audience.
- ◆ **Sign up for an Instagram takeover to promote your organization.** The link for this can be found in the Student Involvement Instagram bio.
- ◆ **Monday Mashup:** If you would like a specific event that is open to all students promoted on our Monday Mashup, please email [studentinvolvement@uwrf.edu](mailto:studentinvolvement@uwrf.edu).

## FALCONSCONNECT

- ◆ This is a great place to have all your details reflected and promoted to the larger campus community. The Student Involvement Interns pull directly from this to make the Monday Mash each week.
- ◆ To create an event on FalconsConnect, please visit the “FalconsConnect How-To Section” of the Student Org Handbook on our [website](#).
- ◆ Also, FalconsConnect is where you will find your event code for Falcon 5 Events and event participation if you are wanting to track attendance.

## GRAPHIC DESIGNER

- ◆ UWRF has a graphic artist that is FREE for student organizations to utilize. If you are looking to design a t-shirt, poster, social media graphics, logo, or promotional materials etc. Click the link [here](#) to learn about the process.
- ◆ [Canva](#) is an alternative tool that many student organizations utilize to create their own designs. For an overview on how to use Canva, click [here](#).

## POSTERS/FLYERS

- ◆ If you are printing posters, printing 40 posters should cover most of campus.
- ◆ Posters and flyers can be displayed in each building on campus, but the amount and location of posters varies depending on the building. Here are the processes for each building (please note this may be subject to change. Please read each bulletin board to ensure you are doing the correct procedure).

## POSTER LOCATIONS

### AG SCI (4)

#### First Floor

- 1 poster on the bulletin board by room 114

#### Second Floor

- 1 poster on the bulletin board by stairs 208

#### Third Floor

- 1 poster on the bulletin strip in stairwell 321

#### Fourth Floor

- 1 poster on the bulletin board by room 420

### CENTENNIAL SCIENCE HALL (5)

#### First Floor

- 1 poster on the bulletin board by North stairs
- 1 poster on the bulletin board by bathroom
- 1 poster in between the North stairs and bathroom

#### Second Floor

- 1 poster on the bulletin board close to the North stairs
- 1 poster on the bulletin board by the center stairs on the South side

## POSTER LOCATIONS (continued)

### CHALMER DAVEE LIBRARY (2)

#### First Floor

- 1 poster on the bulletin boards across from room 109H

#### Second Floor

- Bring 1 poster to the Library Information Desk, they'll approve it and either display it themselves or tell you where you can hang it up

### FALCON CENTER (2)

- 1 poster on the bulletin board by room C110
- 1 poster on the bulletin board facing room A105

### KLEINPELL FINE ARTS (KFA) (6)

#### Basement

- 1 poster on the bulletin board by B90 stairs
- 1 poster on the bulletin board by the Green Room B18

#### First Floor

- 1 poster signed by the Dean's Office and put up on main floor across from the bathroom
- 1 poster on the tan bulletin board by room 120 and the SASA board

#### Second Floor

- 1 poster on the big yellow bulletin board by room 280
- 1 poster on the polka dot bulletin board by room 274

#### Third Floor

- 1 poster on the bulletin board at the end of the hall of classrooms

### NORTH HALL (6)

#### Basement

- 1 poster on the three small bulletin boards across from the Custodial Services Office
- 1 poster on the bulletin board by the vending machines

#### Second Floor

- 1 poster on the bulletin board across from the Auditorium 222

#### Third Floor

- 1 poster on the big bulletin board by stairs 329A
- 1 poster on the big bulletin board by the Communication Studies Office 314
- 1 poster on small bulletin board by stairs 326

### RESIDENCE LIFE/HALLS (10)

- **Go to the Residence Life office and ask the front desk worker to display one poster in each of the Residence Halls.**
- **You may be asked to sign a sheet listing your contact info and the type of poster you wish to display.**
- **Make sure your posters have the contact information listed. That is a requirement.**

### RODLI HALL (2)

- **Check-In with the Student Success office and hand them two posters. They will display the posters.**

### SOUTH HALL (3)

#### First Floor

- 1 poster on the bulletin board by the CBE Office 122

#### Second Floor

- 1 poster on the bulletin board by the Student Lounge 210
- 1 poster on the bulletin board by room 223 and the East stairs

### UNIVERSITY CENTER (3)

**The posters must be approved by the staff at the Information Desk before they are displayed.**

- 1 poster on each square concrete pillar in the Involvement Center near the big calendar (there are 2)
- 1 poster on the corkboard in the commuter hallway

### WYMAN EDUCATION BUILDING (1)

- 1 poster on the bulletin board

## UNIVERSITY CENTER

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### Digital Signage

- ◆ If you would like your graphic posted on the digital signs in the UC please fill out [this form](#) or send an email to [ucdigitalsignage@uwrf.edu](mailto:ucdigitalsignage@uwrf.edu).
- ◆ Student Org Spotlight
  - Visit the Marketing and Graphics How-To Section on our [student org website](#) to download the “Student Org Spotlight PowerPoint Template.” Edit the slide with your org’s information and save it as a .png or .jpeg file to upload to the digital signs in the UC.

### Student Org of the Week - Promote on the Pillar

- ◆ Promote your organization on our “Student Org of the Week” pillar in the Involvement Center.
- ◆ If your organization is selected, you will be able to decorate the pillar with information about your org. Some ideas include:
  - General information about your org.
  - When do you meet, who is the contact to learn more, do you have an Instagram handle?
  - Images of your org: at meetings, hosting events, going to conference, etc.
  - An activity to engage the student body with your org.
- ◆ Pillar Guidelines
  - Each org will get one week to promote their organization. Sunday–Sunday. It is the responsibility of the organization to put up and take down materials on the pillar. You must take down your pillar by noon the following Sunday. If you do not take your materials down, University Center staff will take them down and keep them at the Information Desk.
  - Things to note:
    - Organizations may only utilize blue painter’s tape on the pillar. You can check out the blue painter’s tape from the Information Desk to use.
    - If you are doing an activity and want people to write or draw, please refrain from using Sharpie directly on the pillar.
  - If you need any additional support or items, feel free to utilize the Creation Station. If you cannot find what you need, please email [studentinvolvement@uwrf.edu](mailto:studentinvolvement@uwrf.edu) and we will do our best to assist you.
  - To sign up for the Student Org of the Week, please visit Student Involvement’s Instagram Bio.

### Falcon Flush

- ◆ The Falcon Flush is the bi-weekly publication in the stalls of the UC Bathrooms. If you have an event or would like to plug something specific about your organization, please email [studentinvolvement@uwrf.edu](mailto:studentinvolvement@uwrf.edu).

## YARD SIGNS

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### Outdoor/Lawn Signs

- ◆ University building walls, doors, trees, light poles or other structures on university grounds are not to be utilized for the posting of signs or other materials.
- ◆ Only lawn signs used by Admissions or for the promotion of an official university sponsored or approved RSO event are allowed. Lawn signs may not be placed in flower

beds, next to fire hydrants or impede the flow of traffic. All signs must be placed at least three (3) feet apart and at least three feet from the edge of sidewalks. If weather conditions destroy or damage a lawn sign, the sponsoring organization or campus office/department must promptly remove or replace it.

- ◆ Organizers are responsible for periodically reviewing lawn sign placement to ensure they are safely and appropriately displayed, have not fallen, been moved or tampered with, etc.
- ◆ Lawn signs not meeting these criteria will be removed by University Police or Facilities Management.

## **VENDOR TABLES AND RESERVATION PROCESS**

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- ◆ Vendor tables are a great way to market an event or recruit membership to your student organization, they can be used to:
  - Sell tickets to upcoming events
  - Sell organization apparel
  - Promote upcoming events
  - Market or recruit for your student organization
- ◆ When tabling, follow the solicitation policy of the University Center listed below:
  - Groups are not allowed to approach students or others using University Center facilities.
  - Solicitation is not permitted.

If you have questions please email [reservations@uwrf.edu](mailto:reservations@uwrf.edu).

- ◆ **Reserving a Space:** Event space, meeting space or vendor table space reservations requests can be made in a variety of different ways:
  - A Recognized Student Organization officer may log into the space scheduling software and enter space requests directly into the system [here](#).
  - Stop by in person at the University Center Information desk to talk to a reservations coordinator.

If you have questions regarding your reservation or space use on campus please email [reservations@uwrf.edu](mailto:reservations@uwrf.edu).

## **CHALKING**

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Chalking is a great way to promote your event to students navigating campus. All chalking must be appropriate in content and include the name of the organization, date(s) of event and contact information and/or location. Chalk can be checked out from the University Center Information Desk.

Please note that chalking is only permitted in designated areas on campus. The designated area is on the main campus mall extending from 3rd Street to 6th Street. Any chalking done outside of approved areas will be removed and the organization(s)/ individual(s) responsible may face disciplinary sanctions. The graphic and notes below further explain where acceptable chalking can occur.

- ◆ Chalking is NOT allowed on the sides of the patio entrances to the University Center.
- ◆ Chalking is NOT allowed on the patios of the University Center.
- ◆ Chalking is NOT allowed on the side wall face of the University Center.