



# Posting Policy

Print & Digital Signage

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*Please note that the terms of the posting policy are subject to change.*

## Posting Policy —

Content that respects the college's mission, values, and brand identity, allows for the responsible expression of ideas or opinions, and won't impede or disrupt regular college operations will only be allowed to be posted.

Content can include, but is not limited to, announcements, posters, flyers, printed, digital, and displayed publicity, and similar materials. In addition, content that is deemed to be defamatory, to include offensive language or images, or to be excessively vulgar in any other manner may be removed. The group responsible for the content may also be found to have broken the posting guidelines and may be subject to penalties.

Subject to the aforementioned, *MarCom reserves the right to remove postings, even if approved, if they contain language not consistent with our Hilbert brand identity.* Every piece of content needs to adhere to the [college's copyright policy](#).

# Printed Posting Guidelines —

## Physical Attributes

Printed postings will be approved that promote college or community events and programs. Follow the guidelines set forth in [our Brand Kit](#); our colors and fonts do not need to be used, as long as the information is legible and identifies with the college mission. All printed postings must have the following components to be approved:

- Title
- Brief description, unless the title is clear in its intentions (e.g.: bingo, bonfire)
- Date and Time
- Location
- Name of club/organization/department (logo or lockup, as long as they provide context)
- Contact information that includes name and one method of contact on the front or on the back.

## Placement

- Only one printed flyer per event is allowed in each designated area. Please see the approval section for details on the approval process.
- Only one printed posting per space is allowed.
- Once placed, they shall not move other posters, nor be replaced, or put on top of a pre-existing, upcoming printed posting.
- Students who are looking to advertise within the residence halls must bring all posters to the Office of Residence Life for approval. Area Coordinators will then distribute the posters to the appropriate resident assistant of that hall to post in the building.
- With proper and advance notice, special permission will be granted for banners, etc., for special campus events.
- Until the display rails/bulletin boards are installed in new designated areas, printed postings may use painter's tape in these areas, which is provided by the Student Activities office.

## Placement Timeline

Event flyers will be removed by the poster within one business/school day of the event passing. Flyers that offer a call to action that could be up indefinitely will be up for one month at the designated locations. This allows for a healthy rotation of information.

## Removal

- A representative from the club/organization/department is responsible for removing all printed postings from campus within one business/school day following the event.
- Resident assistants of their respective residential communities will remove the printed postings within 24 hours of the end of the event or day of designation.

## Content Supervisors

Content supervisors are responsible for coordinating a weekly review of all bulletin boards/rails in their buildings and removing outdated and unapproved printed postings. They also give special permission for larger signage in their buildings.

Currently, content supervisors consist of members of the Marketing & Communications team and Student Involvement team. Contact [marcom@hilbert.edu](mailto:marcom@hilbert.edu) if interested in being a Content Supervisor.

## Digital Signage Guidelines —

Our digital signage is currently controlled by our Student Life office, under the Director of Student Involvement. The software is called RiseVision and can be accessed by employees of Hilbert College only.

### Attributes

- If it is an event, the signage must have:
  - event title
  - club/organization/department in charge of said event
  - contact information
  - date/time details
- [Digital signage templates \(Powerpoint\)](#)
- Digital signage **must be** 1920 x 1080 pixels (16:9) in JPG or PNG file format

### RiseVision Placement

- In Risevision, the image must go in the appropriate library folder in Storage, and presentation must be labeled as **[Title] | Removal by [Date]**
- The presentation must be added to the schedule, “Current Campus Signage,” unless notified otherwise.
- If the individual does not have Risevision access, please submit a ticket to the Marketing & Communications department for placement. The department reserves the right to ask for edits based on the attribute parameters above.

### Removal

- The Director of Student Involvement, our RiseVision representative, is responsible for removing all signage from the schedule within one business/school day following the event.

### Content Supervisors

Content Supervisors are responsible for coordinating a weekly review of current campus digital signage and removing outdated postings.

Currently, content supervisors consist of members of the Marketing & Communications team and Student Involvement team. Contact [marcom@hilbert.edu](mailto:marcom@hilbert.edu) if interested in being a Content Supervisor.

## Printed Approval —

All printed postings must be approved by the appropriate approver based on the organization seeking approval. Approved printed postings will receive a stamp, initial, or “Approved by” language on the bottom back of the printed posting.

Staff and student organizations may email the appropriate approver listed below for a digital approval. In that event, approved pieces can write on the back of flyers “Approved by \_\_\_\_\_.”

### Approval Process Based on Who is Seeking Approval

Status	Approver of Flyers	Approval Declaration
Student Organization	Director of Student Involvement, Student Life ( <a href="mailto:agill@hilbert.edu">agill@hilbert.edu</a> )	Initials/ Stamp*
Student Class	Instructor of Class	Initials or Email or Stamp (located in the Switchboard)
Academic Department	Office of Academic Affairs	Initials or Stamp (located with the administrative assistant of Academic Affairs)
Staff	MarCom ( <a href="mailto:marcom@hilbert.edu">marcom@hilbert.edu</a> )	Initials or Stamp or Email
Student-Athlete Teams	Coach	Initials or Stamp

*\*If student organizations want to advertise in the resident halls, they must also get approval from the Resident Life team for posting. Residence Life will then post the flyers.*

Please note that outside vendors and student/employee business flyers will not be approved. MarCom reserves the right to remove flyers, even approved, if they contain language not consistent with our Hilbert brand identity.

## Available Locations —

### Print

Printed postings are only allowed to be hung on bulletin boards/rails. They are not allowed to be hung on glass doors, walls, windows, pillars, tables, or in any other location. It is against Fire Code regulations.

### Digital

Most digital signage displays run on the “Current Campus Signage” schedule. A select few displays are controlled by the nearest department, as shown below in digital signage locations. If there is an event in the Bogel Foyer, please contact the Marketing and Communications (MarCom) department for help with digital signage in that area.

Printed Posting Locations	Digital Signage Locations/ Displays
[NEW] Bogel Hall, below the digital display; post on the wood paneling	Admissions, inside (Admissions-Controlled)
Fran Hall	Admissions, outside
Trinity Hall	Bogel Foyer
St. Joe’s Hall	Fran Hall Balcony
[NEW] West Herr Atrium wall, near the recycling cans; <i>not active until display rails are in place</i>	Hafner Foyer (Athletics-Controlled)
Lower Lvl Campus Center	IT Helpdesk Door Frame (IT-Controlled)
Chapel, Bogel Hall	Library
Plastic Pillars, Student Involvement Pod	St. Joe’s Hall
Vending machines, PH	Trinity Hall
2nd Floor, PH	Bogel Video Wall (Marcom-Controlled)
Snack section, Hafner Recreation Center	West Herr Atrium
Learning Commons	

## **Permissions**

In order to approve movie/documentary postings, Student Life must receive a copy of the rights or permissions. If it is being broadcast from Kanopy or another free source, the source needs to be verified.

## Policy Violations —

Recurring policy violations by a specific club, organization, department, or individual may result in the revoking of posting privileges.

The following is considered a violation of the posting policy, but is not limited to:

- Posting on doorways, windows (including on doors), glass, inside elevators, or on elevator doors due to safety hazards.
- Posting over existing flyers or moving any other previously posted flyers.
- Posting duplications in the same area
- Posting flyers/posters that are obscene or defamatory and violate college policy or federal, state, or local laws.
- Post rent flyers
- Advertise jobs. Please contact the Career Center to have your job added to Handshake at [career@hilbert.edu](mailto:career@hilbert.edu)
- Advertise drugs, weapons, or alcohol
- Posting outside on trees, lamp poles, etc.
- Posting on bulletin boards specifically designated for departments, specialty items, etc.
- Posting on tables, including 78 West
- Posting in bathrooms

### Posting Procedures Offenses

Failure to comply with posting procedures will result in the following sanctions for the individual or organization that commits the violation. Based on the severity of the violation, offenses are subject to change. Violators of the posting policy will also have their advisor/supervisor notified.

- First offense: email with warning of said violation
- Second offense: posting privileges denied for the week
- Third offense: posting privileges denied for a month
- Fourth offense: posting privileges denied forever; going through community standards for a conduct meeting and possible sanctions

### Outside Vendor Offenses

- Offense: email with warning of said violation