

**Revised**

## **Wesley Campus Advertising Guideline**

To help everyone spread the word about important events, meetings, or gatherings below is a step by step guide to getting your event the most exposure possible. Please note that while you may know the specific person in any of these offices, use the general emails listed below since those email addresses are often directed to multiple people for complete coverage.

### **General Event Promotion**

1. All Seminary events can be advertised in several ways
  - a. Weekly e-mail announcements through Community Life
  - b. Printed flyers around campus
  - c. Digital Signs
  - d. Wesley Journal
  - e. Wesley social media channels (Instagram and Facebook)
  - f. Events calendar page on the Wesley Student Council page.  
<https://www.wesleyseminary.edu/student-council/>

### **BEFORE YOU SCHEDULE YOUR EVENT**

1. You should include your faculty advisor in the early planning stages of the event. In conversation with your faculty advisor you should cover event logistics and if there will be outside guests speakers/presenters.
2. Check the [master calendar for student events](https://bit.ly/2UHJ1qm) (<https://bit.ly/2UHJ1qm>). Checking this listing will help Student Council and clubs collaborate for events and hopefully not conflict.
3. Email Student Council to confirm and to be mentioned at the next Student Council meeting for visibility. [studentcouncil@wesleyseminary.edu](mailto:studentcouncil@wesleyseminary.edu)
4. Add details of your event on the student council [master calendar](https://bit.ly/2UHJ1qm) (<https://bit.ly/2UHJ1qm>).

### **Non-Wesley Guest Speakers or Presenters- Special Instructions**

1. If your event includes inviting an outside guest to Wesley you MUST discuss the guest suitability with your faculty advisor.
2. Once your faculty advisor gives approval, submit plans to Dean Lee, the Associate Dean of Campus Life with event details as early as possible and at least 1 month BEFORE reaching out to the guest.

### **14 Days BEFORE Advertising Event**

*It is recommended that you begin this process at least 14 days BEFORE you want to BEGIN advertising, to allow time for any communication delays and to give the Community Life office time to suggest additional advertising, where appropriate.*

1. Email Community Life Office [communitylife@wesleyseminary.edu](mailto:communitylife@wesleyseminary.edu) of event details (including date, location, title, description, point of contact) for approval. Community Life weekly emails go out each Monday. Any event announcements should be submitted to the community life office, at the very latest, by Wednesday at noon prior to the Monday you want advertising to start.

  - a. Your email should include:
    - i. Proposed flyer for printing
    - ii. PPT Image for Digital signage (see Digital Guidelines Below)
    - iii. Proposed start and end dates for advertising.
  - b. **Once the event flyer has been approved**
    - i. Flyers can be printed in the mail room and can be charged to the student council printing code. To get the account number contact the Student Council Treasurer.
    - ii. You are free to post on the bulletin boards not designated for specific offices and on the tables in the refectory. Please remove flyers once the event occurs.
2. **WESLEY SOCIAL MEDIA CHANNELS** Once approved by Community Life email Sheila George at the Communications Office for consideration to be included in Wesley social media channels. She may need to add official Wesley colors onto the design, so please send images, ppt file and/or Canva links, if at all possible.  
[sgeorge@wesleyseminary.edu](mailto:sgeorge@wesleyseminary.edu) Inclusion on Wesley social media channels is not guaranteed. Sending requests to communications earlier (3 weeks or more) the more likely it is to be included.
3. **DIGITAL SIGN** Email PowerPoint slide to [digitalsign@wesleyseminary.edu](mailto:digitalsign@wesleyseminary.edu) by Wednesday COB. Materials submitted for display will be screened by Student Services and/or Educational Technology – but we will not edit your material. If it does not comply with digital guidelines (see below) it will be sent back for corrections.

## General Advertising Policies on Campus

All notices and advertisements must comply with the Seminary guidelines regarding diversity and be respectful of the various points of view and the variety of cultures represented in the Seminary community and outlined in the Covenant of Professional Ethics and Behavior.

There will be no posting of signs on any doors or other surfaces of the main Wesley campus (see below for Residence Halls), with the exception of the Seminary event list, course lists and emergency postings made by the Facilities Staff. There are no other exceptions. Signs will be immediately removed if violated.

**Freestanding, portable sign holders** are available in the mail room. They must be reserved through the Facilities Coordinator and can be checked out on the same day of the event. Event planners must make their own 8 ½" x 11" or smaller signs to be put in the sign holders and arrange for the return of the sign holders upon completion of the event.

## Bulletin Boards

Any flyers posted must follow the above guidance for approval.

- General Purpose bulletin boards are provided in various locations throughout the campus for posting of materials of general interest to various members of the Wesley Seminary community.
- Some bulletin boards are reserved for official seminary notices or for announcements from specific departments. Notices should only be posted on these boards with the approval of faculty or staff of the Seminary. See *above guidance on contacting Community Life Office*.

## Signs in Residence Halls

The doors of Straughn, Carroll, and New Residence Hall (NRH) are reserved for materials from the Office of Residence Life. Any other materials that provide information on events directly related to the life of the seminary may be posted on the bulletin boards located in the lobbies of Straughn, Carroll and the New Residence Hall (NRH) provided for that purpose.

Any student, staff member, or faculty member can post a message providing it falls in line with the following guidelines:

- Flyers are posted on a first-come basis and all new flyers must be posted in a manner that does not block any existing message.
- Material may only be removed by a member of the sponsoring organization or Residence Life Staff. If any member of the community feels that any posted material is in violation of a Seminary policy, they should report it to the Office of Residence Life or the Office of Community Life.
- To provide space and opportunity for all members of the community to have access to residence halls board space, notices should not be posted more than seven days in advance of an activity. Prior notice of an activity can be posted on the general-purpose bulletin boards.
- Notices should be removed within 24 hours after a meeting or event has taken place. It is the responsibility of the organization sponsoring the event to ensure that this is done.

## Wesley Seminary Digital Signage

The Digital Signage system is comprised of a series of screens around campus that will display messages to the community for the community. Current members of the Wesley community may submit material for digital signage following the above guidance.

Each slide is played for about 10-15 seconds at a time. Slides are played on a rotation and will repeat in a loop all day. Each slide will play on a rotation for one week, unless specifically requested. You should indicate the date of the Monday you want the ad to start and when it should end.

Job information will not be posted.

The Digital Signage screen will be on from 7:30 am to 8:30 pm Monday through Friday.

### Digital Signage Guidelines

- All submissions for digital signage should be created using PowerPoint.
- All submissions must be sent to us as a PowerPoint file. IF it is not, it will be sent back. (we appreciate the thought, but you are not actually helping us by making it a pdf or jpg).
- Submissions must be in the aspect ratio 16:9.
- Do not add animation to the slide.
- Content and layout for slides is the responsibility of the group presenting the information to the community.
- Digital slides using a solid red background will not be scheduled for display.
- Do not incorporate elements into digital signage content that violate copyright laws.
- Any material not adhering to the Wesley Seminary Covenant of Professional Ethics and Behavior will not be displayed.

### Best practices for signage

- Limit the number of words used for copy on each slide.
- Keep message clear and concise, limiting the number of characters per slide.
- Use sufficient contrast (light background with dark writing or dark background with light writing – think ‘could someone color blind read this?’)
- Avoid hyphenated word breaks.
- Avoid ornate fonts with fine, thin lines or fonts with delicate serifs (even in large sizes) because they are difficult to read.
- Be sure to use images that are visually compatible with the other elements in the slide.
- Use images whose formats are compatible with creating slides in PNG and JPEG formats.