OVERVIEW:

Georgia Southern University has created a set of policies and procedures that will guide marketing and communications activities on campus. These procedures are designed to enhance Georgia Southern University’s image through a stronger relationship between central marketing and communications and decentralized communicators and marketers. The goal is to produce external messages of consistently high quality that are strongly connected to university positioning, branding, and strategic priorities.

These policies/procedures intend to:

- Maximize opportunities to enhance visibility or stories;
- Ensure all information follows University design, editorial and AP news style standards;
- Provide central resources to assist campus units/departments;
- Combine efforts and improve information flow;
- Ensure the University is efficiently leveraging its marketing and advertising investment;
- Make information flow more efficiently, and
- Reduce miscommunication.
University Marketing & Communications

PURPOSE:
The purpose of this policy is to establish the lines of responsibility for the University's branding, marketing, and communications efforts. It applies to all colleges, campuses and budgetary units of the University.

BACKGROUND:
Effective communications are central to the success of any enterprise, and Georgia Southern University is no exception. Whether it is through paid advertising, media relations, brochures and other printed publications, promotional videos, TV commercials, Web pages, direct mail or other means, the consistent application of strategies to promote and protect the Georgia Southern University brand is of vital importance to the institution.

The decentralized structure of University management creates dozens of administrative areas with communications needs, but this can also lead to conflicting and inconsistent messages about the University. Successful marketing strategies and communications efforts cannot ensue from isolated or ad hoc tactics. For the University to properly communicate with a consistent voice, it is essential that the marketing and communications activities of Georgia Southern be coordinated through one central office.

POLICY:
It is the policy of Georgia Southern University that the development and application of marketing and communications strategies across the breadth of the University rest with the Office of Marketing & Communications within the Division of University Advancement.

The Director of Marketing & Communications is charged with oversight for the development of marketing and communications strategies, and for coordinating the external communications activities of the entire University. No marketing consultants, marketing research firms, social media consultants, advertising agencies or graphic design firms may be hired without the prior approval from the Office of Marketing & Communications.

All external communications activities of the University will be coordinated through, and approved by, the Office of Marketing & Communications. These activities will include, but not be limited to:

- Publications (including print and electronic "e-publications");
- Logos and unit identity;
- Advertising (The term advertising includes traditional media channels (TV, radio, billboards, magazine, newspaper, etc.) as well as marketing communications that utilize new media channels, including web sites, email solicitations, product placement, and other activities involved in marketing the University);
- General Media Relations (distribution of press releases, development of external newswires, faculty expert data bases, and all other activities related to media relations);
- Promotional Videos;
- Primary university Web Pages;
STAFFING
The hiring of staff responsible for marketing, publications or media relations will be done in consultation with the Office of Marketing & Communications. The Director of Marketing & Communications, or his/her designee, will participate in the interview of the final candidates for such positions.
APPROVAL OF ADVERTISING

PURPOSE:
The purpose of this policy/procedure is to designate approval procedures for university advertising.

POLICY/PROCEDURE
All advertising (other than for recruitment of personnel) placed on behalf of the University in any publication or electronic medium and paid for from university funds must be approved by the Office of Marketing & Communications before being processed by the Purchasing Office.

Paid Advertising
All advertising purchased by any unit within the University, excluding personnel classified advertising, must be approved by the Director of Marketing & Communications and/or the Assistant Director for Advertising and Marketing. This ensures:
  1) appropriateness and consistency of university messaging and image and
  2) that the University receives the most competitive rates possible for all its advertising purchases.

External Advertising/Marketing/Creative Agencies
When necessary, the University appoints external advertising agencies to provide professional advice and creative services for University branding campaigns and other key projects.

All agency briefs are managed through the Office of Marketing & Communications. No other area of the University may engage any advertising agency without the prior written approval of the Director, Marketing & Communications.
COMMUNICATIONS & NEWS MEDIA

PURPOSE:
The purpose of this policy/procedure is to develop, using mass communications, public understanding of Georgia Southern University programs, activities and events. This policy has been established to describe the University's position with respect to interacting with news media representatives. For the purpose of this policy, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television, and radio.

POLICY:
The Office of Marketing & Communications provides assistance and counsel for all communications and news media needs of Georgia Southern University to support the teaching, research, and service mission of the University. The Office of Marketing & Communications serves as the primary liaison between the Georgia Southern University community and the media, assisting representatives of print, broadcast and online media in locating sources of information on campus and providing information of public and media interest in a professionally prepared format.

External News: The Office of Marketing & Communications is responsible for disseminating all news releases, media advisories and other information about Georgia Southern University to media outlets and will otherwise make all media contacts for the University. Any questions regarding media contacts or coverage should be directed to the Director of Marketing & Communications or the Assistant Director for Communications. Written communications with media must conform to Associated Press style and accepted journalistic standards. The Office of Marketing & Communications will review publications and Web content for appropriate news, newsworthiness and/or design standards and work with areas on revisions or concerns.

Major News Stories: News of major importance must be identified by communicators and/or deans and planned in conjunction with the Office of Marketing & Communications well in advance (embargoes can be established or confidentiality assured for sensitive topics or when external partners are involved) so that senior administrators can be included, informed, and quoted as needed, and informed and announcements planned for major impact. Communicators within colleges/units may NOT send information, or releases, separately to media, as duplication and confusion, and sometimes outright error, can result. However, the Office of Marketing & Communications will inform the communicators of specific colleges, schools and areas of opportunities and work with them to coordinate news opportunities.

News Releases: Externally targeted news releases must route through the Office of Marketing & Communications. As the central resource and primary contact with the media, the Office of Marketing & Communications reserves the right to edit news items for newsworthiness and style requirements.

- Development news releases, in addition to approval through Marketing & Communications, must be approved by the dean, appropriate VP, and VP for University Advancement.
- Research news: news related to research, in addition to central approval, must be approved by the VP for Research and, when appropriate, sponsored programs and research communications to protect Intellectual Property and Sponsored Programs requirements.
Legislative/federal funding news: News items containing information of importance for legislators must be approved by the Associate VP Government Relations.

News Media on Campus:
While on University property, news media representatives should, if necessary and appropriate, be accompanied by a University Communications staff member or a University employee designated by the Office of Marketing & Communications.

Public Information/Open Records: Georgia Southern University complies with all applicable federal and state laws regarding the retention and release of personal and/or educational records of all current employees and students.

Incidents or Sensitive Issues: Incidents or stories that may lead to negative perception or publicity must be conveyed to the Office of Marketing & Communications as soon as possible so facts can be gathered and timely responses can be made (also see crisis communications in this policy document).

Responding to Media Inquiries
The Director of Marketing & Communications serves as the official spokesperson for the University. In addition, the Assistant Director of Communications also serves as an official media spokesperson for the University. The Office of Marketing & Communications prefers to arrange media interviews through its office due to the deadlines required by the media. This ensures that the University not only serves as a valuable source, but meets media deadlines for stories delivering excellent service in support of the working press. Georgia Southern respects academic freedom and faculty may respond to media inquiries directly when acting in their areas of academic or professional expertise. Faculty who respond to media inquiries are asked to send, via e-mail or phone call, a brief report on the media contact to the Director of Marketing & Communications and/or Assistant Director of Communications as the University tracks and reports all media coverage of the institution. Should the faculty member need assistance or advice in responding to an inquiry or deem a media inquiry to be of a controversial or questionable nature, they should immediately contact the Office Marketing & Communications prior to responding.

Print and Web Publications Guidelines
All Georgia Southern University staff and faculty are required to use the Georgia Southern University logo, publication guidelines and graphics standards adopted by the University, for all external or internal publications, including letterhead, reports, magazines, newsletters, presentations and Web pages. Staff and faculty must follow the guidelines and use available templates, all of which work together to establish the University’s comprehensive visual identity. Questions should be directed to the Director of Marketing & Communications or the Assistant Director for Advertising and Marketing.
PURPOSE:
The purpose of this policy/procedure is to delineate the acceptable uses of the Georgia Southern University seal and logo.

POLICY:
The name, seal and logo of Georgia Southern University (as well as Georgia Southern and Georgia Southern University) are the official emblems and registered trademarks of the university and may only be used for official university purposes.

The university seal is reserved for use by the President's Office and is to appear only on official documents and other communications at the discretion of the president or designee.

The University logo, along with its accepted variations, is the primary graphic mark for the university. It is designed to promote the visual identity of Georgia Southern University and is to be used on all printed and electronic materials representing the University. While the logo may be used by all university departments, it is not to be modified through a changing of the font, proportions or other design alteration. Use of the University logo is not permitted in publications and displays which are not under the auspices or official sponsorship of Georgia Southern University. Questions regarding use of university logos in publications or displays should be addressed to the Office Marketing & Communications.

Commercial use of the Georgia Southern University name, seal or logo is prohibited except in those instances expressly authorized by the University’s Office of Licensing and Trademarks, the Office of Marketing & Communications and/or Athletics Marketing.
Publication of Departmental Brochures, Pamphlets and Promotional

PURPOSE:
The purpose of this policy/procedure is to ensure quality and consistency across all promotional brochure materials representing Georgia Southern University.

POLICY:
University departments preparing publications (newsletters, magazines, booklets, fliers, program brochures, posters, signs, etc.), advertisements (electronic and print), photographs, Web pages, and/or audio-visual presentations intended for an external audience must first contact the University Marketing & Communications Department. The department must approve all external audience communications.

All requests for approval to publish such materials should be initiated through the appropriate dean and/or vice president. A Publication Request Form is available online and should be used in seeking approval for a proposed publication/project. When a proposed publication has been approved at the appropriate levels indicated on the Publication Request Form, the Office of Marketing & Communications is available to provide professional assistance in preparing the publication and obtaining bids for the project.

Project Production:
University Marketing & Communications will review and authorize each print project, then assign each project and either:

a. write, edit, design and produce the piece(s) and arrange for printing;

b. assign the job to an authorized off-campus vendor for editorial, graphic and printing production; and/or

c. work closely with campus representatives to complete the project within university standards for the intended audience.

University Marketing & Communications has responsibility for final approval of all text, messages, design, photographs, Web page content and design, graphic representations and artwork for work it prepares and for vendor-assigned jobs.

- The authorized vendor(s) and/or campus representatives will operate under University Marketing & Communications direction with regard to editorial style (including approved university facts), graphic standards and university messages and images. University Marketing & Communications will supply the vendor(s) with editorial and graphic style guidelines and updates as appropriate.

In most cases, the originating department will be responsible for costs associated with producing a quality project whether the project is completed by Marketing & Communications, another campus department or an external vendor.

Official university publications approved by and mailed under U.S. postal permits shall be the responsibility of the appropriate vice president in conjunction with the Office of Marketing & Communications.
PURPOSE:
The purpose of this Policy and Procedure is to ensure quality and appropriate use of social media channels for promotion and information at Georgia Southern University.

POLICY:
At Georgia Southern University, we recognize that social media sites like Facebook, Twitter, YouTube and Flickr have become important and influential communication channels for our community. To assist in posting content and managing these sites, the University has developed policies and guidelines for official use of social media. These policies and guidelines apply to university faculty and staff, and can be used in connection with social media accounts associated with schools, colleges, departments, programs and offices.

General Guidelines

* The purpose of using these communication channels on behalf of Georgia Southern University is to support the University's mission, goals, programs, and sanctioned efforts, including university news, information, marketing strategy, content and directives.

* Prior to engaging in any form of social media involving Georgia Southern University, you must receive permission from the supervisor as appointed by your department head and notify Marketing & Communications (Contact: Suzanne Tatum at 912-478-1541 or statum@georgiasouthern.edu).

* When using an officially recognized social media channel, assume at all times that you are representing Georgia Southern University to the world.

* Confidential or proprietary university information or similar information of third parties, who have shared such information with you on behalf of Georgia Southern University, should not be shared publicly on these social media channels.

* GeorgiaSouthern.edu, as well as Georgia Southern University’s main social media accounts may choose to post university related social media content generated by faculty, staff and/or students. Georgia Southern University’s main social media accounts can be accessed online, and include:

  - Facebook: [https://www.facebook.com/GeorgiaSouthern](https://www.facebook.com/GeorgiaSouthern)
  - Twitter: [http://twitter.com/GeorgiaSouthern](http://twitter.com/GeorgiaSouthern)
  - Flickr: [http://www.flickr.com/photos/GeorgiaSouthern](http://www.flickr.com/photos/GeorgiaSouthern)
  - YouTube: [http://www.youtube.com/GeorgiaSouthernUniv](http://www.youtube.com/GeorgiaSouthernUniv)
  - LinkedIn: [http://www.linkedin.com/georgia-southern-university](http://www.linkedin.com/georgia-southern-university)
  - FourSquare: [https://foursquare.com/georgiasouthern](https://foursquare.com/georgiasouthern)
  - iTunesU: [http://academics.georgiasouthern.edu/etc/itunesu/](http://academics.georgiasouthern.edu/etc/itunesu/)
  - Google+: [https://plus.google.com/110324173440909849247/posts](https://plus.google.com/110324173440909849247/posts)

* Exercise discretion, thoughtfulness and respect for your colleagues, associates and the university's supporters/community (social media fans).
* Avoid discussing or speculating on internal policies or operations.
* A healthy dialog with constructive criticism can be useful but refrain from engaging in dialogue that could disparage colleagues, competitors, or critics.

* Be mindful that all posted content is subject to review in accordance with Georgia Southern University’s employee policies and editorial guidelines.

* Please refrain from reporting, speculating, discussing or giving any opinions on university topics or personalities that could be considered sensitive, confidential or disparaging.

* Georgia Southern University logos and/or visual identity cannot be used for personal social media without university permission. Please visit Georgia Southern University’s Marketing & Communication Web site for guidelines (http://news.georgiasouthern.edu/identity).

* Your personal social media account is not an appropriate place to distribute university News. If you have University information and news that you would like to announce to the public or media, please contact Georgia Southern University’s Office of Marketing & Communications. Official news should be announced by the University.

* Georgia Southern University does not monitor personal Web sites but will address issues that violate Editorial, Graphic and Social Media guidelines.

* Georgia Southern University encourages Faculty, Staff and Students to use social media but reminds users that at any time they can be perceived as a spokesperson of the University.

* All official Georgia Southern University social media sites should be managed and updated by employees of the University. The University prefers that students not be given access to update accounts as these are public facing sites that represent the university.

* Please be sure to read all social media site terms and conditions. This is particularly important as the state of Georgia does not sign/approve indemnification clauses. If you create a site that has this clause in it, then you are PERSONALLY liable should there be legal action associated with the site.

**Conclusion:** If you have any doubt about posting content on these social media sites, please contact Suzanne Tatum in the University’s Office of Marketing & Communications. Due to the evolving nature of social media, the policies and guidelines are subject to revision by the Marketing & Communications team. We also welcome feedback from the campus community. Georgia Southern University students and staff, please reference these guidelines to maintain and create accounts associated with Georgia Southern.
Video Production

PURPOSE:
The purpose of this policy is to establish the responsibility for oversight and the procedures for producing marketing and promotional videos. It applies to all colleges, campuses, and budgetary units of the University. This policy is intended to ensure that video productions coordinate with existing University-wide marketing efforts; contribute positively to the University's brand image; prevent duplication of materials already in existence; and meet the highest production standards in the most cost-effective manner. This policy does not apply to student projects or to educational or documentary videos produced for use by faculty or for broadcast by the University’s public broadcasting station (Northland Cable Channel 99). It also does not include traditional network, cable, or local television news crews covering stories on campus.

POLICY:
In order to ensure that video productions coordinate with existing University-wide marketing efforts, contribute positively to the University's brand image, prevent duplication of materials already in existence and meet the highest production standards in the most cost-effective manner, production of promotional videos will be coordinated through and approved by the Office of Marketing & Communications. This includes video productions intended for broadcast on television or online.

Staff will review the goals and script of the video, and will later screen the video rough cut before granting final approval. The Office of Marketing & Communications works closely with on- and off-campus video production resources to produce promotional and information videos for external viewing. When appropriate, the marketing staff will refer units to outside vendors to produce a requested video. All videos produced for external use/promotion/information must be approved by the Office of Marketing & Communications before being distributed externally.

Any request by an outside movie or video production company to film on University property shall be referred to the Office of Marketing & Communications. Each movie/production company will be required to complete a “Filming on Campus” request before being approved to film on campus.
Purpose:
The purpose of this policy is to describe certain visual and information elements and their usage that are required for all official Georgia Southern University Web pages. All publicly accessible Web pages presenting official University information must adhere to the requirements below. This includes all pages containing information sanctioned by the University and directly related to University business or academic activities.

What is not covered by this policy:
While the University encourages the application of the policies, defined in this document, for ease of use and consistency across all parts of the Georgia Southern University Web space, adoption of this policy is not required for:
- Student, faculty and staff personal pages, course management pages, intranet pages (defined as sites requiring a restricted-access login), and student organizations.
- Any sites that exist to communicate the work of a consortium or other multi-party organization of which Georgia Southern is a part, but which is not an official Georgia Southern organization.

RECOMMENDATIONS AND GENERAL GUIDELINES:
- Site-wide consistency should be maintained with regard to design, navigation, location of the Georgia Southern University logo, search elements, footer information, and contact information. Consistent usage throughout sites is required and designs should be both validated according to Web standards and tested with the appropriate audience.
- Recommend using current best practices for XML/XHTML/HTML5 AND CSS, and current best XML, XHTML validators, such as those at http://www.w3c.org, http://Feedvalidator.org, and related organizations. It is presumed that developers and site managers will use their best judgment in interpreting validator reports and follow developments in the field closely.
- When modifying pages, developers are expected to remain current as standards evolve.
- Existing sites: Priority for any desirable retrofitting for Web standards compliance should be interpreted to mean the main and second levels. Remainder of older pages and sections would need to be reworked to ensure design and standards compliance for the affected parts of the site.
- Usability – Units, working with the Office of Marketing & Communications and IT Services, should establish a program of usability testing and design based on best practices of usability, including factual ROI (return on investment) analysis.

OVERSIGHT:
Web sites at Georgia Southern University are expected to adhere to the highest levels of quality, properly reflecting Georgia Southern’s image and stature, and to abide by established standards and guidelines. While units of the University are able to modify their own sites, the Director of Marketing & Communications or his/her designees will be responsible for ensuring adherence to the guidelines in this policy and for establishing and maintaining a University Web Style Guide.
FUTURE MONITORING:
Each division within the University has established a primary contact(s) for content/project management of their online/Web presence.

Academic Affairs: Pam Deal
Student Affairs & Enrollment Management: Lindsay Tyson
Business & Finance: Alana Deangelis
College of Graduate Studies/Research: Jeb Barger
University Advancement: Christian Flathman

The above individuals serve as liaisons to the Office of Marketing & Communications and shall periodically review the official georgiasouthern.edu Web site and the next level of pages below the home page, and recommend new design elements to the Office of Marketing & Communications, which has responsibility for the University’s home and primary Web pages/sections.
Links to/from Georgia Southern University Web Pages

Purpose:
To set forth procedures for the use of links to commercial or profit-making Web sites from University Web pages or other media, or to Georgia Southern pages from other sites. The University uses the Internet and other online technologies to communicate with diverse audiences. It is necessary to protect the integrity of this communication from outside influences, which may solicit University Web sites to accept paid advertising in order to reach these audiences. At the same time, the University is or may be engaged in partnerships and joint projects with companies across the width and breadth of the academic enterprise, and finds it advantageous on occasion to recognize contributions from its partners by placing links to the partner’s sites.

Policy: The University also recognizes the importance of protecting its trademarks and reputation by not allowing links from other sites to Georgia Southern University Web pages without the University’s approval.

Links to Georgia Southern Web Pages:
Unless authorized by the Director of Marketing & Communications (who will consult with the University Licensing Committee on trademark issues when necessary), no company or organization may place a link on its site to any Georgia Southern Web page. Links from government and educational (e.g., other university) Web pages are permitted. All approved links shall be tracked and categorized by the Office of Marketing & Communications.

Links from Georgia Southern Web Pages to Other Sites:
It is the policy of the University to limit commercial links to those sites that have a direct connection to the functions of the University, and to prohibit commercial links that are unrelated to the operations of the University.

Links from Georgia Southern pages to other sites are permitted within the following general categories: government sites; other university or educational sites.

Certain types of links have been granted blanket exemptions by the Director of Marketing & Communications. They include:

- Computer firms which provide plug-ins or other needed software;
- Georgia Southern University vendors;
- Commercial sites that provide information used in classroom, library, research, outreach, and extension activities;
- Sites utilized for job placement of students;
- Sites of entities which sponsor University events or activities;
- Sites which have a direct connection to the business of the University.

Links to any other sites require the approval of the Office of Marketing & Communications. Requests for approval must identify the Web site and each link, and provide an explanation/justification of the use of each link.
Permission/Model Releases

Purpose:
To set forth a practice of ensuring that the University is securing appropriate permissions to use the image/likeness of individuals used for promotional purposes.

Policy:
When possible, Georgia Southern University requires written permission for photos or videos of students, children, patients in medical settings, or other subjects who are primarily being featured in advertisements or marketing programs/campaigns in which a person’s name, image and/or likeness are being used in a context that implies endorsement. A sample form is available for download at [http://news.georgiasouthern.edu](http://news.georgiasouthern.edu).

In situations where University Communications is photographing a university childcare facility or a K–12 school classroom, we confirm with that administrative entity that parents or guardians have given permission for their children to be photographed. In these cases, the administrative entity is provided photo release forms which are to be signed by a parent/guardian and then provided to Marketing & Communications for filing.

When photos are supplied by an organization on- or off-campus, permission to use them is implied, but Marketing & Communications will work with the organization or request that the person supplying the photo confirm permission has been granted by the creator and the subjects, and that appropriate photo credits are published.

At a minimum, University Marketing & Communications photographers identify themselves and seek verbal permission when making photos. They inform subjects about the potential uses of the photo, such as providing information for a story and/or creating images to more broadly describe the campus, both now and in the future. In instances when an individual asks to not be photographed, University photographers comply with those wishes.

Photographs (Georgia Southern University images and those from freelancers) should be considered to be copyrighted materials. Photographs supplied to the Office of Marketing and Communications from other Georgia Southern University offices or from non-university entities cannot be altered without written permission from the copyright holder, even if the image belongs to Georgia Southern University.
Freelance Photography

Purpose:
To set forth a procedure to ensure that Georgia Southern University photographs taken by an outside/third-party/freelance photographer become the intellectual property of the institution.

Policy:
When hiring freelancers or using work created by freelancers, Georgia Southern University not only commissions the right to use that work, but purchases ownership of the work (“all rights”). All raw and final images produced by a freelance photographer become the permanent property of Georgia Southern University. This ensures that the photographer is not permitted from selling or providing the photo(s) to another publication.

All photos taken by freelance photographers should be supplied on disk or portable USB drive (in high resolution format: (minimum 5”x6” in size @ 300dpi resolution) to the Office of Marketing & Communications who maintains the University’s official digital/print photography library/catalog.
Campus Calendar

Purpose:
To set forth a procedure to ensure that Georgia Southern University events and activities are posted to a central calendar for planning purposes.

Policy:
The University has set up the following posting guidelines for the University’s primary campus calendar located at: www.georgiasouthern.edu/calendar. The Campus Calendar serves a one-stop-shop source for students, faculty, staff, parents, and all guests who are interested in finding out about events at Georgia Southern University. The calendar has been designed so that users can view ALL events that Georgia Southern offers in one convenient location.

However, with so much information in one place it must be organized and user friendly. Several categories have been set up to allow users to filter information. These categories are also used to set up calendar feeds for College, Department, Center and Program websites.

To ensure the calendar remains a useful tool for tracking events, please adhere to the following posting guidelines:

- Do not post events under any category other than the approved category. If your event is open to the public, you may also select “public” as an option.
- Do not put your text or title in all CAPS
- Do not post registration or “coming soon” information on the calendar. Due to the large number of events, Georgia Southern requests that you post EVENT DATES ONLY. (Users may post information about registration within the text portion of your event.)
- ALWAYS include contact information
- Do not post Faculty/Staff, Student Organization or Club Meetings on the Campus Calendar. Organizations and clubs should utilize OrgSync to list these meetings.

For more information or if you have questions please contact Rebekah Faulk in Marketing and Communications at rfaulk@georgiasouthern.edu or 912-478-2772.
Digital Signage

Purpose:
The purpose of this policy is to define the following as it pertains to digital signage: content creation and management policies; user roles; advertising policies and distribution of related revenue; device management policies; and emergency policies.

Policy:

Channel Players shall be named according to the following name scheme: [Building Name - abbr.][# - starting at 1 for which one in the building it is] - [room number / closet it is located in][H/S for hardware or software]. For example, a hardware player in the CATS office would be named COE1-2154H.

Submissions & Deadlines

Please submit your ads via e-mail at least 3 business days prior to the anticipated publication date to the appropriate content managers as outlined below. In your e-mail you will include an attachment of your ad along with text that includes the date, time, and place of the event, contact information, and your Web site. If you are having a registration period before your event, it helps to have two separate ads that run at different times, one that runs during the registration period, and one that advertises the actual event once registration has closed.

<table>
<thead>
<tr>
<th>Building</th>
<th>Department(s)</th>
<th>Name</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russell Union</td>
<td>Student Affairs &amp; Enrollment Mgmt.</td>
<td>Memory Littles</td>
<td><a href="mailto:mlittles@georgiasouthern.edu">mlittles@georgiasouthern.edu</a></td>
</tr>
<tr>
<td>RAC</td>
<td>CRI</td>
<td>Chris Butler</td>
<td><a href="mailto:cbutler@georgiasouthern.edu">cbutler@georgiasouthern.edu</a></td>
</tr>
<tr>
<td>Hendricks Hall</td>
<td>JPH College of Public Health</td>
<td>Ruth Whitworth</td>
<td><a href="mailto:rewhitworth@georgiasouthern.edu">rewhitworth@georgiasouthern.edu</a></td>
</tr>
<tr>
<td>Campus Wide</td>
<td>Marketing &amp; Communications</td>
<td>Rebekah Faulk</td>
<td><a href="mailto:rfaulk@georgiasouthern.edu">rfaulk@georgiasouthern.edu</a></td>
</tr>
</tbody>
</table>

For example: If your event is a large campus-wide event, you will want to send your ad via e-mail to rfaulk@georgiasouthern.edu in the Office of Marketing & Communications and cc or copy the message other content managers on campus for the building you would like it to appear in. If you are trying to reach a smaller audience, like a department or college only you will want to e-mail your request to the building content manager only. If your event is for students specifically, you will want to send you advertisements for approval to Memory Littles at: mlittles@georgiasouthern.edu.

Bulletins

Bulletins must be submitted. Bulletins regarding events should be removed no later than the day after the event takes place. Bulletins displaying information other than events should not be displayed for longer than 30 days. At the end of the semester, all out-of-date or unscheduled bulletins and media will be deleted.
Use good judgment when building bulletin content. If information would not be appropriate for your
departmental web site, it should not be displayed on signage. All text should be spelled and punctuated
correctly. Do not use pirated/unapproved images--if you are in doubt, ask or do not use the photos.
Stocks images for Georgia Southern can be found at the following sites:
Marketing & Communications reserves the right to pull content based upon timeliness and
appropriateness.

Templates will be provided for your convenience, but you may also design and use your own templates.
Marketing reserves the right to request modifications to templates as needed. Content file size limit is
20 MB. If content over 20 MB needs to be uploaded, contact IT Services.

In specific cases, the cabling that powers the displays may mean integration or crossover with Cable TV
systems provided by IT Services. It is left up to the department/college whether to display digital sign
content or Cable TV content, and the appropriate schedule for each.

Playlists
Playlists shall be named according to the following name scheme: [Dept Name - abbr.][Size of Content
Window (SMALL or LARGE)][Aspect Ratio (4:3 or 16:9)] - [# - starting at 1 for which number playlist it is
for each dept]. For example, the small content window controlled by Marketing would be named
MRKTSML4:3-01.

Each department will control the large content window for each sign; this window may be overridden by
Marketing for special announcements. Marketing will control the top small content window for each
sign; the space will contain university-wide messaging. Each department/college will control the lower
content window for each sign. If the department/college does not have content for this region,
Marketing will provide content for this window; this window may be overridden by Marketing for special
announcements. Each department/college will control the ticker playlist for each sign. If the
department/college does not have content for this region, Marketing will control the ticker playlist; this
playlist may be overridden by Marketing for special announcements.

Messages overriding departmental content are only messages that contain emergency notifications,
campus-wide announcements approved by the President’s office and/or President’s Cabinet, or special
messages pertinent to that specific college/VP level.

Bulletins shall be named according to the following name scheme: [Dept Name - abbr.][L/S for large
content window or small content window][Bulletin Name - One Word][Start Date in yyyymmdd format].
For example, the bulletin for Techxpo 2011 would be named CATSLTECHXPO20111112.

User Management
IT Services will be responsible for creating all user accounts. One user per Channel Player will be
selected to create and manage content for each department/building. There should be an additional
user identified as a back-up in case the original user is unable to perform his or her duties. Marketing
and IT Services should be notified of who these users are and of any changes in these roles.

Representatives from IT Services will have full administrative rights to the Axis TV system, which includes
user management, hardware/software installation and support, and training. Representatives from
Marketing will have full content and approval rights to the Axis TV systems. Representatives from
Marketing and Public Safety will have full rights to push emergency messages. A representative from each college/department will have rights to create and schedule content for signs owned by that college/department. This content must be approved by a representative from Marketing & Communications before it will be published.

Emergency Notifications
In case of emergency (e.g., fire, inclement weather, campus violence, etc.), all playlists will be overridden to display emergency messaging. Public Safety will initiate any emergency messages that should be pushed to Channel Players. The Office of Marketing & Communications is responsible for publishing the message. The Emergency Notification procedure will be tested once per academic semester.

Student Organizations
In order to take advantage of digital signage, a student organization must be officially chartered or recognized by the Office of Student Activities prior to the granting of a charter. Requirements and steps for establishing a chartered organization are available on the Student Organizations’ homepage. The list of recognized student organizations is maintained by the Activities Coordinator for Student Organizations.

Probationary Status
New organizations that are in the 1-year probationary period will be granted digital signage privileges for the duration of their probation. At the end of the probationary period, if the organization fails to meet the requirements to become a chartered organization, the MyOrgs and digital signage privileges given to that organization will be cleared.

How to Create
When creating content for digital signage, the preferred method of creation is through PowerPoint. PowerPoint templates are available here, or you may use a template of your choosing. The Russell Union’s digital signage administrator reserves the right to pull any content deemed inappropriate or to request revisions on content that does not meet University standards.

Digital signage advertisements should relate to the student organization and should contain the name of the event, its’ date, time and location, as well as the organization’s name.

Design an ad
The preferred method of ad creation is through Microsoft PowerPoint (to ensure that they are the correct size).

Size requirements: 8 & 1/2 by 11 sheet of paper (landscape) and 960x420 pixels.

Save completed ad as a PNG (Portable Network Graphics Format (*.png) file.

No PDF, Publisher or Word files. PowerPoint files will work.

Note: If your presentation contains multiple slides, choose “Every Slide” when prompted. All slides will now be saved as “.png” files in a folder, in the selected location.
**Appearance**

Approximately 12-15 words are ideal (max). Text heavy ads will not be displayed and will be returned to the creator for editing.

Keep fonts large, simple and easy to read. Avoid using more than two font styles in a single message and use italics sparingly, as they can be hard to read from a distance. Use contrasting colors for legibility.

Keep text off the edges, since there is some cropping. Stay away from background images unless they are subtle/minimal tone on tone designs or patterns. Solid backgrounds work best and make your text easy to read.

Using one main image works best for clarity.

**Posting/Scheduling**

Send “.png” files to the appropriate content manager for the sign you’d like it to appear on. Names are listed on the website under submission guidelines.

*Note: All student organizations must first submit their ads to the Activities Coordinator for Student Organizations, Memory Littles at mlittles@georgiasouthern.edu for review.* If ads are approved, she will post and forward to the other desired departments. Failure to gain initial approval from the Activities Coordinator for Student Organizations will result in ads not being posted.

Upon approval, the Activities Coordinator or Graduate Assistant for Student Organizations (digital signage administrators) will program an e-flyer’s display time into the system. An e-flyer may run for no more than fourteen (14) consecutive days. The default display time will start 14 days before the event date and end at the start time on the day of the event.

An e-flyer will show for about six seconds, so keep words to a minimum.

*Screen location of e-flyers will be at the discretion of the Activities Coordinator or Graduate Assistant for Student Organizations. Either reserves the right to edit the content of your digital flyer and to deny posting when appropriate.*

Digital signage space is limited. OSA may deny a request if the staff determines the channels to be full. Please be considerate in limiting the frequency and length of display times.

E-flyers should be used primarily to advertise specific events. Greetings and non-specific advertisements will not be prioritized for approval.

A group may have no more than two e-flyers on any given day. A group may have no more than six e-flyers per month. Events with multiple sponsors may only have one e-flyer.

Solicitations from outside groups are currently not allowed. Special exceptions will be made for not-for-profit entities that support Georgia Southern University, either operationally or financially.
Content creators will respect copyrights. Do not use pirated/unapproved images— if you are in doubt, ask or do not use the photos. All ads are subject to approval.

Ads will normally be approved the same day; however, you should allow three business days. An e-flyer may be submitted no more than one month before it will run. E-mail questions to mlittles@georgiasouthern.edu.

If the event is canceled, please cancel the e-flyer by email, or if necessary, submit a new e-flyer advertising the cancellation.

Approval Process
Once an advertisement has been created for a digital signage, it should be sent to a content manager for approval and posting.

Student organizations should get their advertisements approved through the Office of Student Activities who will then send it on to the appropriate content manager.

Faculty and staff will need to submit their advertisements to the building content managers according to where they want their information to appear.

Appropriate Content
All buildings on Georgia Southern’s campus are public and anything posted on the digital signage may be viewed not only by the campus community, but also by parents, visitors, children from visiting schools, alumni, donors, and Board of Regents and other state officials. Professional and appropriate content could include campus events, speakers, and programs. Use of inappropriate language or posting of inappropriate materials will not be approved and can be removed from digital signage.

Advertising and Revenue
Outside advertising is currently not allowed.

Updates and Upgrades
IT Services will be responsible for updating and upgrading software appropriately. Windows Updates will be applied once a week on Tuesday mornings at 3 AM. When new software patches and releases are available from manufacturer, IT Services will schedule player upgrades and will notify departments of this schedule at least one week in advance of upgrades.

Digital Sign Definitions

Digital Sign - A monitor that displays content and information generated by campus constituents.

Channel Player - A device or computer that provides the content to the digital sign. One channel player can provide content to multiple signs.
Bulletin - A message or announcement that will be displayed on a playlist (e.g., graphic, PowerPoint slide, video, etc.).

Playlist - A group of bulletins that will display in a specific region of a digital sign. Typically there will be three playlists per screen, one large, two smaller.

Ticker - Scrolling text that can display additional announcements and information. The ticker can display information from RSS feeds from both campus and external sources (e.g., campus calendar information, news feeds, stock exchange, etc.).
Georgia Southern TV

Purpose:
To set forth a procedure to ensure that postings to Georgia Southern TV, the University’s custom content channels/displays.

Policy:
In order to ensure effective, consistent and appropriate use of custom content channels that are available through Georgia Southern TV (Channel 90) at Georgia Southern University, the University has adopted the following procedures and guidelines for submissions.

Currently Channel 90 is available for us to promote or advertise our program offerings. Those departments wishing to post should include as part of your graphic design requests (flyers, landing page, ads, etc.) the need to submit information to be viewed on Channel 90/Digital Signage to the Internal Communications Manager.

The Graphic Designer should submit information as a .jpeg, .pdf, .png or PowerPoint slide. It needs to be formatted horizontally and in high resolution.

Channel 90 can be viewed in all dorms in the commons areas. Programming can also be viewed via digital signage in Hendrix, RAC, Carroll, Union, Main Office, COBA and the Library.

The primary target audience viewing the content via Channel 90/Digital Signage are students. However, parents, alumni, members of the community and faculty and staff may also view.

For information on posting, please contact: Rebekah Faulk, Manager, Internal Communications at rfaulk@georgiasouthern.edu.