

MARKETING 101

Student Organization Practices

MARKETING

- ❖ Flyers
- ❖ Email Announcements
- ❖ Chalking
- ❖ Social Media

MARKETING

❖ Flyers

- ❖ Must be a Recognized (Active) Student Organization to post on campus.
- ❖ Student Organizations are not allowed to advertise unapproved/not yet approved events.
- ❖ All campus postings must be approved by Laker Life. Laker Life will only approve (20) flyers, posters or signs per event, meeting or program.
- ❖ There is a 24 hour or next business day turn around time for flyer approvals.

MARKETING

❖ Flyers

- ❖ Student Organization member(s) must submit all postings to the Campus Activities and Student Organization Coordinator's next to their door (in SAC Suite 223) if they or a student worker isn't available to receive the materials.
- ❖ Upon approval, the stamped postings will be placed in the student organization's mailbox for retrieval. Postings requiring approval must be submitted by a Student Organization Member.

MARKETING

❖ Flyers

- ❖ Postings not in accordance with the University Posting Announcement Policy will be removed and discarded. Failure to adhere to the regulations may result in a loss of privilege to post and/or publicize on campus.
- ❖ Posters, signs, or flyers in poor taste will not be approved.
- ❖ The name of the sponsoring student organization(s), the date (month, day, & time), & location of the event must appear on all posters, signs or flyers, etc.

MARKETING

❖ Flyers

- ❖ The following statement must be present on ALL marketing to be posted on campus per University policy:

Individuals requiring disability-related accommodations for participation in any Clayton State University sponsored event or program may contact Disability Services at (678) 466-5445 or

DisabilityServices@clayton.edu

- ❖ Handbills do not have to be stamped but must also be approved by the Student Life.
- ❖ All posted items must be removed within 24 hours or the next business day following program, meeting, or event,

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University
Afterparty



\$5- in advance
\$10- at the door



**THA FREAK - OFF
FASHION SHOW**

**Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL**

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University Afterparty



\$5- in advance
\$10- at the door



**THA FREAK - OFF
FASHION SHOW**

**Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL**

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University Afterparty



\$5- in advance
\$10- at the door



**THA FREAK - OFF
FASHION SHOW**

**Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL**

There are no "official CSU Events"

Who's sponsoring this event?

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University
Afterparty



\$5- in advance
\$10- at the door



**THA FREAK - OFF
FASHION SHOW**

**Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL**

There are no "official CSU Events"

Is this an approved fundraiser?

Who's sponsoring this event?

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University
Afterparty



QR Code w/o Link

\$5- in advance
\$10- at the door

Is this an approved fundraiser?

Who's sponsoring this event?



THA FREAK - OFF
FASHION SHOW

Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University
Afterparty



\$5- in advance
\$10- at the door



**THA FREAK - OFF
FASHION SHOW**

**Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL**

There are no "official CSU Events"

QR Code w/o Link

Is this an approved fundraiser?

Inappropriate Content

Who's sponsoring this event?

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University
Afterparty



QR Code w/o Link

\$5- in advance
\$10- at the door

Is this an approved fundraiser?

Inappropriate Content

Who's sponsoring this event?

Is the location correct?



Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University
Afterparty



QR Code w/o Link

\$5- in advance
\$10- at the door

Is this an approved fundraiser?

Inappropriate Content

Missing ADA Statement

Laker
Life!
Division of Student Affairs

Who's sponsoring this event?

Is the location correct?

THA FREAK - OFF
FASHION SHOW

Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University
Afterparty



QR Code w/o Link

\$5- in advance
\$10- at the door

Is this an approved fundraiser?

Inappropriate Content



THA FREAK - OFF
FASHION SHOW

Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL

Who's sponsoring this event?

Is the location correct?

Is the time correct?

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University
Afterparty



QR Code w/o Link

\$5- in advance
\$10- at the door

Is this an approved fundraiser?

Inappropriate Content

Laker
Life!
Division of Student Affairs

Missing ADA Statement

THA FREAK - OFF
FASHION SHOW

Spell Check?

Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL

Who's sponsoring this event?

Is the location correct?

Is the time correct?

There are no "official CSU Events"

MARKETING

❖ Flyers – what not to do

The OFFICIAL Clayton State University
Afterparty



QR Code w/o Link

\$5- in advance
\$10- at the door

Is this an approved fundraiser?

Inappropriate Content

Laker
Life!
Division of Student Affairs

Missing ADA Statement

THA FREAK - OFF
FASHION SHOW

Spell Check?

Is the date correct?

Who's sponsoring this event?

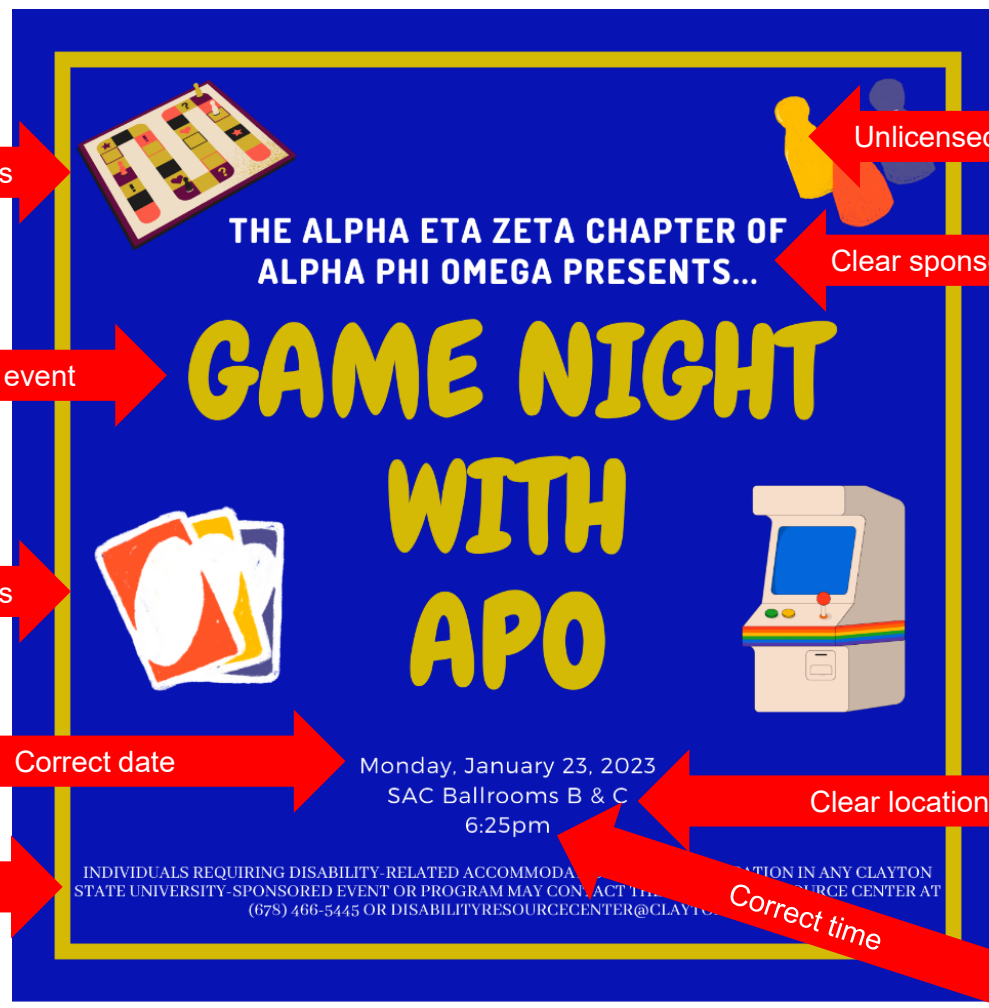
Is the location correct?

Student Activity Center
Balroom D
Friday, April 32
9pm - UNTIL

Is the time correct?

MARKETING

❖ Flyers – what to do



Unlicensed/copyright free graphics

Unlicensed/copyright free graphics

Clear sponsorship/organization host

Clear title/name of event

Unlicensed/copyright free graphics

Correct date

Clear location

ADA Statement

Correct time

MARKETING

- ❖ Email Announcements
 - ❖ Email Announcements are sent out every Monday & Thursday of each week (Tuesday only during the summer).
 - ❖ Announcements are for activities that are occurring within two weeks of the Announcement date.
 - ❖ Events must be approved Registered Events with Laker Life before an Email Announcement Request may be submitted.

MARKETING

- ❖ Email Announcements
 - ❖ Student Life does not send out announcements for event cancelations, event “thank you’s,” or events occurring off campus (other than volunteer opportunities).
- ❖ Chalking
 - ❖ Sidewalk chalk is permitted on the main sidewalk of the campus courtyard (The rear of the University Center opposite Magnolia Hall), also known as the QUAD area.
 - ❖ Chalking is also permitted on the sidewalk area of the SAC Green.

MARKETING

❖ Social Media

- ❖ Student Organizations are encouraged to utilize Facebook, Twitter, Instagram, Snap Chat, Threads, etc. to advertise their events in an appropriate manner. Please make sure to pass the login information to incoming President for continuity's sake.
- ❖ If you intend to include a QR Code, be sure to either include the corresponding link on the flyer or in the text accompanying your post.
- ❖ Remember that your Student Organization is a representation of the University at all times .

AMERICANS WITH DISABILITIES ACT (ADA)

Remember, the following statement must be present on ALL marketing to be posted on campus per University policy:

- ❖ *Individuals requiring disability-related accommodations for participation in any Clayton State University sponsored event or program may contact Disability Services at (678) 466-5445 or DisabilityServices@clayton.edu.*

POSTING & ANNOUNCEMENT POLICY

❖ Things to Remember

- ❖ Posted posters, signs or flyers may not overlap on bulletin boards.
- ❖ No more than one of the same poster, sign or flyer may be placed on any one bulletin board.
- ❖ All requests to hang banners must be approved by Laker Life.
- ❖ The placing of any publicity materials on vehicles is strictly prohibited.

WE ARE HERE TO HELP!

For questions or concerns regarding Presence/Involve, Astra requests, event walkthroughs and/or set-ups, or marketing/communications contact:

- ❖ Tony Berry,
Technology & Communications Manager
- ❖ 678-466-5433
- ❖ TonyBerry@clayton.edu

Laker
Life!
Division of Student Affairs

Laker
Life!
Division of Student Affairs

WE ARE HERE TO HELP!

For questions or concerns regarding Loch-N & general Student Organization information:

- ❖ LaShanda Hardin,
Programming Coordinator/
Student Engagement
- ❖ 678-466-5433
- ❖ LaShandaHardin@clayton.edu

Laker
Life!
Division of Student Affairs

Laker
Life!
Division of Student Affairs

WE ARE HERE TO HELP!

For questions or concerns regarding Astra requests & event walkthroughs and/or set-ups contact:

- ❖ Tony Berry,
Technology & Communications Manager
- ❖ 678-466-5433
- ❖ TonyBerry@clayton.edu



THE HOME OF STUDENT ENGAGEMENT

Location: Student Activities Center, Suite 223

Office Hours:

Monday - Friday 8:00am – 5:00pm

Telephone: 678-466-LIFE