



# Marketing and Promotion Guide

This guide was created to assist student organization leaders in marketing and promoting their organization, programs, events, etc. Student organizations must abide by all University policies regarding positing and displays of information. Full details can be found here <https://www5.stcloudstate.edu/Policies/SCSU/Viewer.aspx?id=127>

- **HuskiesConnect**
  - Every student organization has a profile on HuskiesConnect that allows them to post events, meetings, conferences, programs, trainings, etc. All events on HuskiesConnect are automatically added to the University Events Calendar on the St. Cloud State University website
  - HuskiesConnect News Feed
    - The News function works similar to a blog post that is a great way to highlight and feature information about your student organization
    - <https://huskiesconnect.stcloudstate.edu/actioncenter/organization/campusinvolvement/news/Details/129380>
- **Email Communications**
  - Student Org E-blast
    - An electronic newsletter sent bi-weekly to all Presidents, Vice Presidents, Treasurers and Advisers
    - The e-blast lists upcoming opportunities, announcements, requirements, and policy updates. To include information in the e-blast, email a short description of what you would like included to [studentorgsga@stcloudstate.edu](mailto:studentorgsga@stcloudstate.edu)
  - Husky Howler
    - Emailed to all students by the Student Government Association
    - To have information about your organization or event added to this newsletter email [sg-pres@stcloudstate.edu](mailto:sg-pres@stcloudstate.edu) with a photo for the event, dates, times, and brief description
  - Membership emails
    - Groups may email their membership or to any email lists they have developed and or collected
  - Civic Engagement Service Bulletin
    - The Civic Engagement Service Bulletin (PDF) lists service opportunities, special events and nonprofit agencies that will help you get involved in the community. This bulletin is emailed once a month during the fall and spring semesters.
    - To promote volunteer/service opportunities that your organization offers send a short email including the title, date, time and location to [campusinvolvement@stcloudstate.edu](mailto:campusinvolvement@stcloudstate.edu)
- **Printed materials**
  - Student organization should consult their advisers prior to printing materials for events, programs, meetings etc. See University Policy for Display and Distribution of Information <https://www.stcloudstate.edu/library/about/policies/displays-exhibits.aspx>
  - Posters (24x32)
    - Posters can be printed at Copies Plus in Atwood Memorial Center and can be hung in the following locations:
      - Tack strips across from the kiosks/Chick-fil-A
      - On the stairs going to the lower level

- On the wall across from the Market on the lower level
  - Flyers (8.5x11 or 11x17)
    - Flyers can be hung in numerous places around campus. It is the student organization's responsibility to follow all posting policies associated with building posting locations. All spaces that are available for campus posting's will be marked with signage and a placard should be present.
    - Any flyers that are hung in locations that are not marked as appropriate position locations will be removed and student organization could lose future posting privileges.
    - Approved locations include:
      - Atwood Campus Events tack strips, Campus Event Towners in Miller Center Lobby, 51 Building, Administrative Services (bulletin boards outside some offices), Brown Hall, Centennial Hall, Education Building, Engineering and Computer Center, Halenbeck Hall, Headley Hall, ISELF, Keihle Visual Arts Center, Performing Arts Center, Riverview, Robert H. Wick Science Building, Stewart Hall
      - Residence Hall Flyers must be approved by Residence Hall staff prior to posting. Contact the Residence Hall staff at [reslife@stcloudstate.edu](mailto:reslife@stcloudstate.edu)
  - Quarter-sheets/Handouts
    - Great to have available when tabling or at events to easily give to other students so they have the information and details about the event/organization
    - Similar to posters and flyers all handouts must have clearly identified contact information for your student organization
  - Table Tents
    - Table tents may be placed on food service area tables for a maximum of two weeks by SCSU registered student organizations and campus departments. Table tents must promote events on campus, be open to all students and be made of sturdy recyclable or recycled paper. Only one table tent per event is permitted on each table. Table tents for most food service tables must be approved by the Atwood Administration Office room 110 prior to placement. Garvey table tents require approval by Residential Life. For guidelines about placing table tents in Miller Center, including in the coffee shop, refer to their Guidelines for Displays and Exhibits. (<https://www.stcloudstate.edu/library/about/policies/displays-exhibits.aspx>)
  - Skyway banner
    - Student organizations are able to reserve space and print banners to hang in the Atwood/Centennial Hall Skyway. Reservations can be made at <https://scsu.bookitadmin.minnstate.edu>
    - This is a great way to promote upcoming events or increase awareness and membership in your student organization
- **Buttons**
  - All registered student organizations are able to receive 50 free button supplies each year. These can be used to promote your organization, upcoming events, or more!
  - Materials to make buttons will be provided, student organization is responsible for the design and printing
- **Popcorn bag stickers**
  - Organizations can print stickers that promote an event or their organization and place them on the popcorn bags at the Atwood Information Desk
  - Low cost and high visibility

- For more information call 320-308-4085 to reach the Assistant Director for the Service Center and Marketing or email [tlzwillig@stcloudstate.edu](mailto:tlzwillig@stcloudstate.edu)
- **Coffee Sleeve stickers**
  - Organizations can print stickers that promote an event or their organization and place them on the coffee sleeves at both Atwood Caribou Coffee locations.
  - For more information call 320-308-7456 to reach the Marketing Director for Chartwells or email to [nick.richard-hoffman@compass-usa.com](mailto:nick.richard-hoffman@compass-usa.com)
- **Food Sales**
  - Bake Sales
    - Full information can be found in the Campus Food Management policy under “Procedure” <https://www5.stcloudstate.edu/Policies/SCSU/Viewer.aspx?id=123>
  - Atwood Grilling
    - Student organizations can reserve the grill on the Atwood Mall as a fundraiser for their organization. This can also be used as a great way to promote your organization.
    - High traffic area and fundraiser event
    - For full details on how to reserve this space visit <https://www.stcloudstate.edu/atwood/about/policies/grill.aspx>
- **Digital Signage**
  - The digital signage on campus consists of large TV screens that scroll through images of events, programs, and services available to students, faculty, staff, and community that are on campus. The screen locations are; Administrative Services, Atwood Memorial Center, Halenbeck Hall and Pool Area, Centennial Hall, ISELF, Wick, Education Building, Performing Arts Center, Stewart Hall, Brown Hall, Residential Halls
  - Posting on the digital signage is easy and FREE!
  - For more information on content guidelines, specifications and to fill out the Digital Signage Request Form visit <https://www.stcloudstate.edu/its/services/media/default.aspx>
  - Additional digital signage:
    - Miller Center (Library)
      - Click this link to learn how to submit digital signage <https://www.stcloudstate.edu/library/about/policies/displays-exhibits.aspx>
- **Social Media**
  - Social Media is a great and easy way to share content, however, remember that social media is not the only way to share information. Digital Marketing works best when information is cross promoted on multiple platforms and various formats (for example: posting on Instagram, Facebook and HuskiesConnect).
  - Also keep in mind your audience for each platform and what type of content you want to share to determine which site it will be most impactful on.
  - Much of social media is free, but there is also the open of the paid promotion which can be very inexpensive and can give your organization a greater reach.
  - Facebook
    - Share your information using Facebook Events, Pages, and/or Groups
  - Twitter
    - Post event information, quick updates, and links to other sites
  - Instagram
    - Promote your information with posts and stories. Encourage your members to also share images for a larger impact.
  - Snapchat

- Post information through your personal snap chat as well as purchasing filters for your events <https://support.snapchat.com/en-US/article/create-odg-snapchat>
    - Consider asking for other social media accounts to share your information. (For example: Student organizations can ask for their information to be shared on the Department of Campus Involvement's accounts)
- **UPB Films Pre-show**
  - Want to advertise your organization or event in the pre-show of the Husky Film Series? This is show each week before the UPB Film Series and is free to student organizations. To learn more email [upbfilms@stcloudstate.edu](mailto:upbfilms@stcloudstate.edu)
- **Student Involvement Fairs**
  - The Department of Campus Involvement hosts the activity fairs Mainstreet and Sidestreet annually. These fairs are an opportunity for student organizations to recruit new members, showcase their purpose, promote events, and to serve as a marketing tool
  - Mainstreet
    - Takes place in the Fall semester on campus; on the Atwood Mall and around Atwood Memorial Center
  - Sidestreet
    - Takes place in the Spring semester in Atwood Memorial Center
- **Kiosks/Tabling**
  - Tabling and Kiosking are great promotional opportunities for organizations to interact with St. Cloud State students, faculty, staff, and community members. As a benefit to being a registered student organization on campus tabling and kiosking are provided free of charge (unless there is a no show or late cancellation). Student organizations have the ability to reserve a table/kiosk to promote upcoming events, recruit students for their organization, sell tickets, and much more. Please see the following for helpful tips and tricks to assist your student organization make the most of their tabling experience!
  - Atwood
    - To reserve a kiosk or table in Atwood please visit the scheduling website.
    - <http://www.stcloudstate.edu/atwood/reservations/promotional-space.aspx>
  - Miller Center Lobby
    - To reserve a table in the lobby visit their website or call 320-308-2086 <https://www.stcloudstate.edu/library/about/policies/displays-exhibits.aspx>
  - Centennial Hall, Engineering and Computing Center, Garvey Commons, Robert Wick Science Building, Stewart Lobby
    - To reserve a table in these locations login to the Campus Room Requests and Event Reservations system <http://www.stcloudstate.edu/atwood/reservations/promotional-space.aspx>
    - Then Select Reservations > Bake Sale/Promotional Spaces Outside of Atwood (you can change the facilities in the left navigation box)
  - Residence Halls
    - Contact the Department of Residential Life at 308-2166 or [reslife@stcloudstate.edu](mailto:reslife@stcloudstate.edu)
    - Soliciting door-to-door in the Residence halls is not permitted.
- **Classroom announcements**
  - If your student organization is interested in making an announcement prior to the start of a class period, please contact the instructor of that class to inquire about permission to make an announcement

- This is a great opportunity to reach students in specific classes and connect with professors.
- **University Chronicle**
  - Contact the Advertising Manager for information on advertising rates and options in the University Chronicle at <http://universitychron.com/contact/>
- **University Communications**
  - To submit a press release to University Communications, send an email to [ucomm@stcloudstate.edu](mailto:ucomm@stcloudstate.edu) or call 320-308-3151
- **KVSC - Campus Radio**
  - Student groups can submit an event to KVSC by visiting [www.kvsc.org](http://www.kvsc.org), clicking on "Area Events" and then on "Submit an Event".
- **UTVS – University Television Station**
  - To submit a Public Service Announcement for an organization event to UTVS, visit the website at [www.utvs.com](http://www.utvs.com) or call 320-308-5078. The announcement can also be faxed to UTVS at 320-654-5489.
- **Display Case**
  - There is a display case available for reservation through the Miller Center (Library)
  - Call 320-308-2086 to make a reservation. Full guidelines can be found online <https://www.stcloudstate.edu/library/about/policies/displays-exhibits.aspx>
- **Off-Campus Publicity**
  - Student organizations must adhere to the policies of the area in which they plan to advertise. Per federal law, items that have not been stamped with a postage stamp cannot be placed into mailboxes off campus.
- **Chalking**
  - Chalking on campus property is available to registered student organization for event promotion.
  - View full policy procedure here <https://www5.stcloudstate.edu/Policies/SCSU/Viewer.aspx?id=24>
- **Sandwich Boards/A-Frames**
  - Sandwich boards/A-Frames are available to be reserved through the Department of Campus Involvement- Student Organizations Front Desk for events. To reserve one, send an email with the date(s), time(s) needed, and the name of the student organization to [campusinvolvement@stcloudstate.edu](mailto:campusinvolvement@stcloudstate.edu). Sandwich boards/A-Frames are not allowed to be used outside during the winter months due to snow plowing concerns.

Note: St. Cloud State University Graphic Standards

- If using the University logos, student organizations must follow all University graphic standards. Graphic standards can be found at <http://www.stcloudstate.edu/ucomm/> under "graphic standards".
- For specific questions regarding graphic standards, contact the University Communications Graphic Designers at 320-308-3151 or [ucomm@stcloudstate.edu](mailto:ucomm@stcloudstate.edu) .
- University Letterhead
  - University letterhead is for official University business only. Student organizations are not allowed to use University letterhead. It is recommended that student organizations develop their own identifying materials (print or electronic) with a student organizations logo and or name.