Procedure No.: HCCSOP#2.211  Date: August 20, 2015

Procedure Name: Promoting Campus Events at Honolulu Community College

Supporting Policies (Reference HCCP, APM, BORP, UHCCP policy number):
Honolulu Community College Social Media Site and/or Account Use and Management Policy HCCP#2.211

Purpose/Background Info: Promoting campus events as well as services, organizations, and informational campaigns can be an arduous task. There are many approved resources available for your use. These resources exist to support the promotion and advertising efforts; however, should not be considered a sole source of information dissemination.

Be mindful that the College and University names are trademarked and need to be used properly. You can learn more about the proper usage of logos and names representing the College to be in compliance with the UH System Style Guide and Graphics Standards.

The advertised event should have completed the proper campus review and approval processes (i.e. Application for Use of Building, Facilities, or Grounds; Event Media Request, fundraising forms) before promoting the event to others. Check all information thoroughly to be sure all the necessary details are included and are correct. Be mindful that errors in submitted content undermine everyone’s credibility.

Step-by-Step Procedure:

*University of Hawai‘i Events Calendar System*
Honolulu Community College has a calendar within the UH Events Calendar System. This web system allows you to create and submit events for publication to official University of Hawai‘i calendars. Currently, it is this system which is used to populate the calendar in MyUH Portal and the Honolulu Community College website homepage.

- Guidelines for the UH Events Calendar System are found at [http://hawaii.edu/site/calendar/index.php](http://hawaii.edu/site/calendar/index.php).

The online calendar exists to publicize University of Hawai‘i sponsored events that are open to the public. University-sponsored events are educational or entertainment activities sponsored by University of Hawai‘i system or campus departments, programs or offices or officially registered faculty, staff or student organizations.

Non-university co-sponsors can be recognized as such provided there is a primary UH entity serving as primary sponsor. The calendar is not intended for use for announcements or other messages not related to specific events. It is not intended for calendaring a
The calendar administrator for Honolulu Community College is Billie Lueder, Director of Communications and External Affairs bktakaki@hawaii.edu.

**News Releases and Water Cooler Blog**
Free media is a great way to extend your reach to the community at large. Requests for news releases and/or a Water Cooler Blog entry should be submitted far enough in advance to allow adequate time for preparation and distribution to the appropriate news agency.

In the case of news releases for which complete information is furnished by the originator, the material should be submitted at least two weeks in advance. For articles and/or releases that require additional fact-finding or photographic services, a lead time of four weeks is desirable. Requests should be directed to Billie Lueder, Director of Communications and External Affairs at bktakaki@hawaii.edu.

**Social Media Posts**
Honolulu Community College is on various social media platforms (i.e. Facebook, Twitter, Instagram, Pinterest, YouTube, and Flickr). These accounts are managed by the Communications & External Affairs Office in accordance with the Social Media Policy. Email Billie Lueder, Director of Communications and External Affairs at bktakaki@hawaii.edu with the complete event information or message and any flyers or photos associated with the posting. As appropriate the message will be reviewed and may be edited prior to posting. For help with figuring out which social media platform to use and how to create an effective poster, refer to the Guidelines to Social Media Content and Poster Creation.

It is highly encouraged that units use the college's primary social media accounts to post messages. However, if a unit is interested in creating their own social media account, they are asked to review the Honolulu Community College Social Media Site and/or Account Use and Management Policy HCCP#2.211 regarding the creation of such accounts and using other web applications. Within the policy is a social media brief that must be submitted for review and approval to the Communications & External Affairs Office via Billie Lueder at bktakaki@hawaii.edu.
**Digital Signage**

Digital signage is a great new way to advertise for an event that is hosted by a recognized student organization or campus department. This service is funded and hosted by the Student Media Board, a charted student organization operated by students for students.

Digital signs promoting campus activities currently appear in Building 6 lobby area, the student lounge in Building 2, and the computer lab in the Essentials area.

To submit your Digital Signage Reservation Request:
- Email hccsigns@hawaii.edu with the PDF image.
- Label your PDF with the event name and date
- Include in the subject line: “For posting:” followed by the event name and date.
- Include your name, email address and phone number so that the student assistant can follow up as needed.

The preferred format is a PDF image in the portrait or landscape orientation that includes:
- The name of the sponsoring organization.
- The event name, location, date, and time, as well as any other necessary information (costs, registration locations, etc.)
- A strong image, large font headline and limited amount of text.
- Red backgrounds are not allowed (this is reserved for emergency announcements).

Digital sign announcements are limited to publicizing on-campus events, activities & services sponsored by CSOs, RISOs or campus departments or other activities relevant to all Honolulu Community College students. No commercial advertising is accepted at this time.

For more information, contact the Student Media Office at hccsmb@hawaii.edu or (808) 845-9213.

**Campus Bulletin Boards**

The Honolulu Community College is a host to many bulletin boards located in various areas of the Main Campus. If you have a flyer that is 11 x 17 or smaller you can bring them to the Student Life & Development Office (SLD) located in Building 2-113. The majority of the campus bulletin boards are monitored and maintained by SLD. Below are the “Bulletin Board Posting Terms & Condition” (as of 08/2015):

1. Student Life & Development Office (SLD) will provide the agreed upon services using diligence, best effort, and reasonable judgment, but guarantees no specific outcome to the client.

2. SLD will make all efforts to post bulletins within 3 working days from the date of the agreement.
3. Bulletin Board Posting will remain on the board at the discretion of the SLD Office. If space is needed for upcoming events, SLD will make an effort to create space or find alternate locations for client postings.

4. The maximum duration of postings is **30-days from the date received or until the printed event date has passed**, whichever occurs first. However, Marketplace boards are cleared off at the end of each month.

5. There are no exceptions to the 30-day duration of a posting. If you wish to repost, please bring in a new batch of flyers and repeat submission process.

If you have any questions about bulletin boards please contact SLD at hccsld@hawaii.edu.

**Information Tables**
Registered Independent Student Organizations (RISOs) and campus departments can reserve a resource table to be set up on campus for the purpose of promoting an event through an Application for Buildings, Facilities, or Grounds. Since table space is limited, please submit your requests as early as possible to ensure that there will be space available. Requesting tables & chairs can also be added to that form. Outside entities must rent the space using the same form.

**Author/Responsible Office (who originated procedure & will be responsible for updates):** Director of Communications, Director of Student Life and Development and Student Media Board Advisor.

Recommend Approval/Recommend Disapproval:

Billie Lueder 9/11/15
Dean/Director

Approved/Disapproved:

Erika Lacro 9/11/15
Chancellor