



Queen's
UNIVERSITY

HOUSING AND
ANCILLARY SERVICES
Residence Life and Services



Residence Promotions Policy 2022-2023

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Promotion Policy

Who can post/ advertise in Residence?

All Queen's University departments, recognized student groups and organizations are permitted to advertise events, meetings, etc. in residence provided they have the permission of the Queen's Residence Life Department. Permission is granted based on the submitter's ability to follow proper procedure and guidelines. Failure to follow procedure or guidelines could result in the revocation of posting privileges. Outside companies or groups are NOT allowed to advertise in residence.

Approval Procedure

The first step for poster approval is to fill out the [Residence Promotion Request Form](#) with your request and an attached PDF of the electronic promotional material. Please allow **3-5 business days** to approve your electronic promotional material. After your promotional material has been approved you will be emailed next steps in terms of having your promotion put up.

Promotion Procedure

Online Submission Procedure

An online form is filled out with a PDF of the poster attached and any necessary copy for digital platforms. Applications are to be submitted by Friday of each week. The application will be processed by the following Tuesday. Posters should be submitted **a minimum of two weeks before the event**. If your promotional material is not approved, there will be an email sent out explaining why and if changes can be made. If approved, the process will continue to step two. Promotional material not approved for posting in our buildings in one week are eligible to be posted on our digital platforms or during later weeks.

If approved, an email will be sent to your explaining the number of approved copies. Residence will be approving up to **5 posters per week**. All approved print material must be printed by those requesting the posting.

- Posters / promotions for digital platforms must be first posted on the requestor's own social media channels. For Residence Life & Services social media platforms, RL&S will only reshare content.
- Requestors who do not have their own social media channels, can still have their promotions posted on our digital screens and on our internal channel Raftr.
- Requestors are responsible for providing copy and an image for any digital posts.

After receiving the email approval, the participants will drop off the approved promotional material at the Residence Life Office (Victoria Hall, D001). **Promotional materials must be dropped off before 3:00 pm on Thursdays in order to be distributed the following week.** Posters can be dropped off between the hours of 8:30 am – 4:00 pm.

Reminder: Requests should be submitted at least two weeks prior to the date of the event.

Submission Timeline

Prior to Event (minimum of 2 weeks ahead of time)

- Submit your promotional material through the [Residence Promotion Request Form](#)

3 – 5 Business Days Later

- You will receive notification of approval or disapproval with contextual details

Thursday Prior to Event

- Drop off approved printed promotional materials to the Residence Life & Services Office, Victoria Hall, D00, by 3:00pm the Thursday the week before you want the material to be posted

Following Wednesday

- Promotional materials will be posted on Residence bulletin boards (if applicable) and distributed to Dons to post on their floors

Guidelines

As stated in the Residence Life department's philosophy and goals, Queen's Residence Life & Services department holds a responsibility to the safety and security of everyone located within its Residence communities. To ensure this responsibility is upheld the following guidelines must be followed by groups wishing to advertise within the residence community:

1. All materials must adhere to AODA standards. This includes ensuring font size is a minimum of 10-point font and the utilization of high contrast colours for text and background. Learn more about print guidelines [here](#).
2. All materials must be free of violent, obscene, pornographic, vulgar, sexist, racist, homophobic, heterosexist or otherwise inappropriate content.
3. All materials must be free of content that promotes a culture of drinking or drug use. This includes but is not limited to; the use of 19+ events, alcohol use, drug use, bars or clubs for advertising purposes.
4. Posters advertising commercial, for-profit and not-for-profit events or organizations not affiliated with Queen's University, the Alma Mater Society of Queens University, or the Society of Graduate and Professional Students and subsidiary entities are strictly prohibited.
 - a. AMS, SGPS, and Faculty Society Election campaign posters must also be applied for through the online submission process. Any posters that have not been approved will be removed.
5. All materials are recommended to be printed on recyclable paper.
6. Posters submitted by any organization may not exceed 11in x 17in (28cm x 43cm) in size.
7. All materials must be placed on appropriate bulletin boards where available. No material shall be placed on boards designated for special use. Posting on any residence walls is forbidden.
8. In accordance with fire regulations, no material may be placed on any doors, including residents' doors, inside and outside elevators and on glass surfaces or doors (including mirrors). Additionally, posters may not be taped to the ground outside of residence. Moving, removing or posting over Queen's University Residences or ResSoc material is expressly prohibited.
9. Any form of door-to-door advertising or solicitation is prohibited.

Methods of Promotion

Public Boards

There will be public boards clearly marked in the main areas of Victoria Hall, Ban Righ Hall, Jean Royce Hall, and Albert St. Residence. Posters put up on these boards do not require approval but must follow all residence Poster Guidelines. The Residence Life Department holds the right to remove any posters.

Public bulletin boards are clearly marked as public boards. Any other bulletin boards without this distinction are NOT to be posted on. If you wish to have posters placed on any other main bulletin boards, you must have your poster approved by Residence Life.

Residence Staff Newsletter

University affiliated groups that are interested in advertising events through our email distribution to staff may do so by submitting your request through the [Residence Promotion Request Form](#). Once collected and approved the listserv will be distributed. The department holds the right to edit content or not advertise any content they feel does not represent residence policy.

Raftr Submissions

University affiliated groups who are interested in advertising events through our online social media channel, Raftr, may do so by submitting your request to the [Residence Promotion Request Form](#). Requestors must have their own copy and graphic ready upon submitting. All materials should adhere to [AODA standards](#).

Social Media

Those interested in advertising events or information through our social media channels can request to do so by submitting a request to submitting your request the [Residence Promotion Request Form](#).. Requestors must have their own social media channels and have original posts on their feeds for us to share through ours. RL&S will only reshare content across their channels. Requestors without social media channels may be approved to have their content shared on our internal social channel, Raftr.

Boothing

University affiliated groups who are interested in setting up booths in residence buildings must request to do so by submitting your request to [this survey](#). Requestors who wish to

set up booths must do so on both Main campus locations, and on West Campus (Jean Royce Hall). Booths in both locations do not have to occur on the same day but should happen within the same week. Boothing is prohibited for non-University groups, with exception of municipal and federal political campaigning.

Removal

All advertisements will be removed after the expiration date on the poster or up to two weeks (14 days) by appointment by the Residence Life & Services Department. Exceptions will be considered if clearly stated on the initial approval form. All non-approved posters on private boards or spaces will be removed.

Loss of Privileges

Organizations that fail to follow the procedure and guidelines and /or cause damage to residence property, as a result of unauthorized postings; unauthorized removal or defacement may lose the privilege of advertising their events in residence.



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