



RESERVATIONS, POSTING AND MEDIA POLICIES

REV 2/23/2024

PURPOSE OF THIS DOCUMENT

This document serves the UCR Recreation department and the campus with policy information in regards to UCR Recreation print, social media, A-frame and digital signage procedure and reservations.

GENERAL MEDIA POLICIES

All requested promotional pieces must be submitted through and approved by the UCR Recreation marketing team to ensure the best quality and messaging that is in line with the department's mission and brand. All inter-department marketing requests, including promo requests for social media, videos, fliers, cards, signs, photography and video, etc., must complete the SRC Marketing Request Sharepoint form.

Requests are reviewed on a first-come first-serve basis, on SRC program need, and on the availability of the marketing team to complete the request in a timely matter. Requests that are outside of the department's marketing mission or brand may be denied or incur additional fees to complete through AUX services.

Program areas are not authorized to take it upon themselves to create, design, or hire designers/marketers to develop or create unapproved marketing projects. All requests are submitted to marketing to assess need and alternate ways of promoting events or services with or without print.

All marketing functions including social media, video, photo, design, etc are conducted by employees of the department's marketing and communication's team only. Student development in respect to design and marketing is handled through the UCR Recreation department's marketing team. All student jobs that include marketing, social media or design duties can only be approved by the department's marketing team only. Our team is here to provide direction and/or to satisfy any and all marketing requests.

Any promotional requests not mentioned in this document, please contact **dusan.stancic@ucr.edu** for consideration.

DIGITAL SCREEN & POSTER RESERVATIONS

All campus departments and registered student organizations can reserve advertising space on the Recreation digital screens (R'Rec screens) at no cost. Digital screens within the Student Recreation Center include touchscreens, a media wall, landscape screens with and without a rolling schedule. Campus reservations can only be made for specific screens (landscape screens with a rolling schedule). Reservations begin on the date submitted or requested date and displayed for no more than two weeks. No back-to-back or consecutive reservations are allowed. All reservations are subject to the approval of the Recreation marketing team.

Send a sharepoint request and attach files sized at 1280 pixels x 720 pixels in JPG format, and no larger than 2MB in size. We will not resize or alter files to adhere to these specifications.

RECREATION DIGITAL SCREENS

Digital screen images are designed with “evergreen” information for the department. UCR Recreation marketing has developed a strategy to reduce clutter on our digital signage screens.

Note: For a special screen announcement (member highlight, special event, closures, etc), the marketing team will review and determine the appropriate delivery.

SRC GLASS DISPLAY CASES

These cases are not bookable and are used primarily for recreation and program specific promotional posters.

1. Outdoor Excursions Glass Case: Located outside of the OE shop. 25in x 31.5in
2. Ropes Glass Case (4): Located near the bouldering wall at The Rock. 25.5in x 31in
3. Competitive Sports Glass Case: Located outside of the Competitive Sports office. 20in x 30in
4. SRC North Glass Cases (8): Located by the SRC north hallway (MPR A, MPR B, MPR C and Restroom Area)

HUB DISPLAY CASES

These cases are located center of campus in the HUB area. Recreation marketing will provide posters through the HUB reservation system.

ADJUSTABLE POSTING LOCATIONS

A-FRAMES OR SANDWICH BOARDS

Advertising with an A-frame or sandwich board can only be used in or on the premises of the Student Recreation Center to promote the department. Examples of department wide promotions are:

- Mobile app - UCRSRC
- Website - <http://src.ucr.edu>
- Department social media platforms
- Directional signage for a specific program event (must request with at least a two week lead time). The requesting program area will be responsible for managing this A-frame (setup and take down of A-frame occurs on the day of event).
- Collaborative events (a department hosted event that includes three or more program areas such as “love week” or “Rec Day” or other “bundled” weeks that highlight multiple programs).

Recreation department programs who collaborate with campus partners (such as ASPB, The Well, TAPS, etc.) on events at the SRC may use an A-frame to promote and provide directional signage the day of the event. Promotional posters from collaborative campus departments must be reviewed and approved by UCR Recreation marketing prior to A-frame placement. Recreation marketing is not responsible for printing, posting and/or designing for external collaborative events or for other departments on campus.

Note: With the exception of UCR athletic events, outside A-frames from other departments or campus organizations may **NOT** be placed at or within the SRC without prior approval.

FLIERS, CARDS OR PRINTED PROMOTIONAL PIECES

No posting of program specific fliers, cards, or printed promotional pieces within or on the premises of the Student Recreation Center. Cards placed within program areas or at/on the front counter must obtain permission from the program director or membership manager. Notifications of class changes, open recreation, closures, or SRC special announcements can be printed on 8.5in x 11in templates and posted by a program director/membership manager using the UCR Recreation designated templates (located at <https://src.ucr.edu/marketing/downloads>). Old tattered fliers or signage will be taken down.

11x17 Standing Signs

External reservations for standing sign frames are not allowed. Notifications of SRC class changes, open recreation, closures, or SRC special announcements are allowed and can be printed and posted by a program director using the designated 11x17 templates (located at <https://src.ucr.edu/marketing/downloads>) and posting only within their program areas or permission of program director/membership manager. Old tattered fliers or signage will be removed.

PVC SIGNS, BANNERS AND VINYL SIGNS

Professional plastic signage or vinyl signs must be approved and coordinated with the UCR Recreation operations team and marketing team prior to printing and posting.

SOCIAL MEDIA DEPARTMENT POLICIES

These guidelines provide employees with a summary of the Recreation Department's social media policies that apply to the department as a whole as well as personal participation and comments on sites including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, and blogs.

As is standard in all industries, Recreation Department's marketing team monitors public social media mentions for opportunities to engage with the community. If you have any questions about the policies, please communicate them with the marketing team directly.

Defining Roles

The Marketing Coordinator does the following:

- Provides social media strategy for the academic year and plans with student marketing staff best practices for execution
- Approves social media posts drafted by student marketing staff on our internal content calendar
- Provides engagement on all platforms on relevant content
- Interacts with SRC customers and patrons online through customer service best practices by answering questions, engaging with posts and providing accurate information
- Monitors and listens to the social environment
- Identifies trends and develops content
- Provides social media training to student staff

For questions about the Marketing Coordinator's role regarding social media please contact jonathan.stiles@ucr.edu

The marketing team employs student staff to assist in drafting social media posts and developing relevant content. The social media coordinators (student employees) do the following:

- Draft relevant content and post on our internal content calendar for review. The content calendar is updated two weeks out from the current date.
- Draft video scripts and contest ideas to be reviewed by the Marketing Coordinator.
- Work with the marketing video team to produce videos.
- Contact program areas to get information, produce videos, or request content for projects.

Social Media Internal Review Process and Requesting Content

The social media team has a review process in place that allows for two to three people to review all social media posts at all times. Most times, student employees draft the content and it is then reviewed by the Marketing Coordinator. If posts need to be drafted by the Marketing Coordinator, they are then either reviewed by the marketing manager or two student employees. Once posts are approved, they are scheduled to our online scheduling platforms at least one to two weeks in advance.

Recreation department employees are encouraged to share photos, videos, and stories with the social media team so we can share them to our department's platforms. Last minute requests are accepted and reviewed on a case by case basis, but a lead time of two weeks is preferred to mark space on the content calendar. In the occasion an employee knows of an event in advance that they would like to save space for, but does not yet have the content, they should contact the Marketing Coordinator to reserve space on the content calendar and communicate about a time to receive the desired assets. Should an employee want live footage on our social media accounts during an event, they should contact the Marketing Coordinator no later than two weeks to plan appropriate lead up promotion time and staffing to work the event time.

Any employee has the opportunity to request a social media "takeover" by contacting the Marketing Coordinator. Keep in mind that we need a two-week lead time to reserve space on the content calendar. All last-minute requests are considered on a case by case basis. The Marketing Coordinator will equip the employee with the appropriate device, grant access to the requested account through pre-approved channels, or receive the content from the employee and post on the requested date and time. Employees with special requests should contact the Marketing Coordinator directly.

Note: John is available by email to make immediate or emergency social media posts. If the content is deemed urgent or significant, he will be available via direct message on UCRSRC or via email to review and repost.

Department Social Media Accounts

Only designated employees on the department's marketing team are authorized to establish social media profiles or accounts on behalf of the Recreation Department, speak on behalf of the department or use social media to conduct department business.

Creation and management of Facebook groups are encouraged through the UCRSRC Facebook page. Please work with John to create a linked Facebook group or if your Facebook group already exists, contact us to be an admin and we'll link it to the UCRSRC page.

At this time, employees and individual program area are not authorized to create accounts on behalf of the Recreation Department, it's programs (Facebook group exempt), services or facility. Program areas or individuals wishing to post content on behalf of their program, facility or service must work with the marketing team.

The Recreation Department maintains official accounts on Facebook, YouTube, Twitter, Instagram and TikTok. The department handle on all platforms is **UCRSRC**.

Identifying Yourself as a Recreation Department Employee

The Recreation Department encourages employees to participate in social media and help us share the news and events our department offers by engaging with the brand on their personal accounts.

If any employees participate in social media and associate themselves with the Recreation Department, then any statement, images or material posted may be perceived as being on behalf of the department. To help protect the employee and Recreation Department, as well as help ensure compliance with the law, keep the following in mind:

- Do not use “UCRSRC” or “UCR Recreation Department” or other department branding, including images, logos, graphical treatments, any part of the department name or it’s entities as part of your account name, username or profile photo
- Be clear that you are speaking for yourself and not on behalf of the department or program
- Consider adding a disclaimer in your profile such as “this is my personal account and contains my own views, thoughts and opinions. It is not endorsed by UC Riverside Recreation Department and it’s not an official communication of UCRSRC”
- Take care and ensure what you post to your social media account is factually correct
- Respect all copyright and other intellectual property laws – for department protection as well as your own, it is important that laws governing copyright, trademarks and other intellectual property is respected. (More information on copyright by clicking <https://blog.hootsuite.com/understanding-image-copyright/>)
- Be responsible and respectful posting online to any personal accounts. Do not post comments or content about the Recreation Department employees, vendors or patrons that are threatening, bullying, violent, obscene, intimidating harassing, discriminatory or that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or University of California, Riverside policy.
- Safeguard confidential information and personal data
- Be transparent if you make a recommendation or endorse the department by using your real identity and disclose that you work for the department.
- Employees are responsible for what they say online and how that reflects negatively on the University and department as whole

If employees have questions pertaining to the social media policies please contact department Marketing Manager Dusan Stancic at dusan.stancic@ucr.edu.