

Event Promotion 1 OF 2



Ways to promote approved and finalized events to the campus community:

UNIVERSITY CALENDAR

All events must be submitted to our [University Calendar](#). Event content is pulled from the University Calendar for various communications, so it is essential to put all your events on the University Calendar. We encourage student groups to do the same.

EMAIL

Fill out this form if you are looking to promote your event or initiative in an email communication.

SOCIAL MEDIA

- Reach out to the Student Engagement team at engagement@shu.edu if you have content for our @HallStudents social media account.
- Reach out to Marisol Rivera at marisol.rivera@shu.edu for targeted messaging to the Interprofessional Health Sciences Campus.
- Reach out to the University Relations if you are working on a top-tier, university-wide event or initiative that should be posted to our main @SetonHall channels.

NEWS STORY

Do you have a lot to say about your upcoming event or did you host an event that was very successful and you would like more people to know about it? **[Submit a pre- or post-news story via the news story planner](#)**. New stories are shared throughout the website and are included in weekly email communications, such as Inside the Hall.

TV SCREENS (UNLIMITED)

Please fill out the **[Digital Signage Request](#)**. If you put your flyer into PowerPoint and set your slide to 16" × 10" it will size it for you. Be sure the text is big, simple and very legible. Avoid small or fancy fonts. Include all the basic info and ways students can follow up for more details. These TV screens display in the Dining Hall and in the University Center (UC) Main Lobby.

HALLWAY POSTERS (LIMITED SPACE)

Please send your vertical eye-catching flyer in poster size, 24" × 32." (Your 8" × 11" flyer can be enlarged to fit this format if your pictures are high-resolution.) Email scheduling@shu.edu and we will review and have a student worker on duty print it out for you and hang it in our hallway, if space allows. QR codes are discouraged. It is best to point to a URL with more information (a webpage or University Calendar event.)

UNIVERSITY CENTER LOBBY ON EASEL (SPECIAL EVENTS)

Please send your vertical eye-catching flyer in poster size 24" × 32." (Your 8" × 11" flyer can be enlarged to fit this format if your pictures are high-resolution.) Email scheduling@shu.edu and we will review and have a student worker on duty print it out for you and hang it in our hallway, if space allows. Please note space and easels are very limited. Great way to draw attention to an upcoming signature event, food drive, and events in the Main Lounge of the University Center building. QR codes are discouraged. It is best to point to a URL with more information (a webpage or University Calendar event.)

8" × 11" POSTERS – TWO UNIVERSITY CENTER BULLETINS

Vertical or horizontal 8" × 11" flyers. If someone from another department (or you) have a flyer for our bulletin boards, leave it with the student worker at our University Center Student Welcome desk. They will get it approved and place them up (maximum two). Flyers put up without approval from the **[Building Manager](#)** will be removed.

8" × 11" POSTERS – OTHER BUILDINGS

Vertical or horizontal 8" × 11" flyers. Please note this process takes time, as each **[Building Manager](#)** has their own approval process.

LARGE SCALE EVENTS

For large scale, University-wide events such as Seton Hall Weekend, Charter Day, Commencement, etc. **[please click here](#)** and reach out to the Director of University Events, jennifer.osheal@shu.edu.



Event Promotion 2 OF 2

Interprofessional Health Sciences Campus requirements:



DIGITAL SIGNAGE PROCEDURE

Making the Sign

- The sign must be 17" x 10" and horizontal format.
- PDF, PNG and JPEG are acceptable file formats to send.

Sign Tips

- Please use large font sizes that are easily readable especially for the title of event, date, time and room number. Creativity is welcomed but fonts like Blackletter and Edwardian Script can be hard to read.
- Please use medium font sizes for other details, again with easy-to-read fonts. No small font sizes.
- Spell out acronym's whenever possible.
- Pictures and color help to capture the eye when used thoughtfully and sparingly. Too much of either is a distraction.
- Keep your summary brief so people can read it in their short time seeing your flyer.
- Include a link for more questions, R.S.V.P. etc. like an email, phone, contact person or link to a site with greater details.
- Keep in mind that internal and external people will see your sign.

Sign Approval

Each school designated a person to review and approve signs:

College of Nursing

Theresa Deehan, Assistant Dean Business Affairs
College of Nursing Dean's Office
theresa.deehan@shu.edu
(973) 761-9619

Hackensack Meridian School of Medicine at Seton Hall

John Schiavone, Associate Dean of Finance and Operations
john.schiavone@shu.edu
(973) 275-4851

Joy Intindola, Administrative Assistant to the Dean's Cabinet
joy.intindola@shu.edu
(973) 542-6619

Susan Bolton, Coordinator, Student Affairs and Wellbeing
susan.bolton@shu.edu
(973) 275-4301

School of Health and Medical Sciences

Patrick McDermott, M.A.
Assistant Dean for Graduate Enrollment and Student Affairs
patrick.mcdermott@shu.edu
(973) 275-2062

Once it is approved the contact above forwards the flyer to Student Life. We require 48 hours / 2 business day notice for postings (similar to 25Live.) In other words a sign emailed during business hours on a Monday will usually be up by Wednesday. Please plan your advertising accordingly.