



POLICY STATEMENT

University Posting Policy SU Policy Number: 301-014

ORIGINATING OFFICE

Vice President of Student Affairs

PURPOSE

Shippensburg University facilities are primarily used by its students, faculty, and staff in their efforts to advance the educational mission of the University. The purpose of this posting policy is to ensure the appropriate use of space made available for such communications on campus, while assuring an aesthetically pleasing environment and allowing the University to maintain its facilities.

SCOPE

This policy applies to printed and digital posters that are displayed on campus in buildings and official advertising pillars, the TV displays throughout the buildings and the large screen TVs in the CUB Great Hall. This policy also governs sidewalk chalk and outdoor signage. The posting policy applies to university departments as well as clubs and organizations.

OBJECTIVE

To create a policy that governs the display of posters and other signage in university buildings and outside, ensuring a balanced approach between advertising events, programs, and postings and maintaining a clean, consistent and safe campus environment. The policy will outline guidelines for permitted and prohibited signage, sidewalk chalk and enforcement procedures and guidelines for obtaining necessary posting approvals.

POLICY

1. Content

- a. Physical flyers must fall under one of the following categories:
 - i. Upcoming campus events.
 - ii. University affiliated housing opportunities.
 - iii. Employment opportunities (both on and off campus).
 - iv. Academic resources.
 - v. Off campus non-profit organization activities.
- b. Digital signage may include:
 - i. Upcoming campus events.
 - ii. Employment opportunities (both on and off campus).
 - iii. Academic resources.
- c. The following content **will not be** permitted for flyers, sidewalk chalk or outdoor posting signage:
 - i. Promotion/incitation of behavior violating the law or university policy.
 - ii. Constitution of a demonstrable threat or harassment.
 - iii. Defamation of an individual or organization.
 - iv. Obscene images, photos or representation not limited to but including:
 1. Profanity and images not conducive to the educational environment.
 - v. Commercial advertisements.

- vi. Disruption of the normal operations of Shippensburg University as detailed in the Student Code of Conduct.
- vii. Non University affiliated political campaign content, endorsement and materials. (i.e. SGA elections)

2. **Physical Signage**

- a. Groups and departments are expected to provide their own flyers which may not exceed 11x17 inches and must include organization or department organizing event, date of the event and contact information.
- b. Flyers displayed in the CUB will be hung by CUB staff and should be dropped at the CUB front desk- refer to CUB procedures on their webpage.
- c. Flyers for Residence Halls should be dropped off at the Housing and Residence Life Office for approval and staff distribution to the halls. Groups and departments should not access residential student spaces for the purpose of signage management.
- d. Flyers displayed in other buildings across campus will be hung by the sponsoring organization or university department.
- e. Removal of flyers displayed in buildings outside of the CUB and Residence Halls are the responsibility of the organization or department who hung them and they should be removed within 72 hours after an event occurred or 2 weeks after the original posting of the flyer.
- f. Display of any flyer on the exterior of the building, landscape features (including trees and light posts) or other surfaces not specifically designated and designed as a poster display is strictly prohibited.
- g. Flyers may not cover entryway windows or obstruct visibility.

3. **Digital Signage**

- a. All flyers displayed on any TVs in the CUB will be monitored and approved by the Campus Life Office Manager in adherence with the CUB procedures.
- b. Other digital signage will be monitored by the overseeing department/office.
- c. Follow the procedures of each department or office to have information displayed on digital signage.

4. **Sidewalk Chalking**

- a. Chalk may be used on sidewalks up to 48 hours before an event. It must be removed within 24 hours after the event by the club, organization or university department that applied it.
- b. Chalking is only permitted on sidewalks that are uncovered walkways; all other surfaces, including stairs are prohibited.

5. **Yard signs**

- a. Yard Signs can be placed in the ground one week in advance of the event.
- b. All yard signs must be removed within 24 hours after the conclusion of the event.
- c. Clubs, organizations and departments are responsible for placing and removing yard signs.

APPROVALS

University Forum: 04/21/2026

President: 4/22/2026

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DISTRIBUTION: Public