CONESTOGA
Connect Life and Learning

# POSTING MANAGEMENT PROCEDURE

Approving Authority: Academic Coordinating Committee

Policy Owner: Vice President, Facilities & Capital Development

Policy Lead: Manager, Customer Experience & Service Innovation

Effective Date: 2013/07/17

Revision Date: 2025/03/12

## PROCEDURE STATEMENT

The purpose of the Posting Management Procedure is to establish a framework for the distribution and display of printed and digital postings and materials on campus to ensure that postings are appropriate, organized, and do not interfere with the aesthetic or functional integrity of the College environment and property.

## DEFINITIONS

**Collages:** Multi-sheet displays created by combining several individual posters or images to form a larger visual presentation. These are prohibited to maintain uniformity and prevent visual clutter.

**Digital Postings:** Electronic displays of information or promotional content shown on digital signage across the campus. These can include event announcements, schedules, and other relevant communications.

**Postings:** Printed materials or digital content displayed on bulletin boards, walls, or digital screens to communicate information, promote events, or provide notices to the campus community.

**Printed Postings:** Physical copies of materials such as flyers, posters, or announcements that are affixed to bulletin boards or other approved surfaces within the campus.

**Digital Signage Publishers:** Employees who oversee a screen in their service area or campus and have access to digital cloud-based signage software.

**Requestors:** Employees or students that submit content to be displayed in accordance with the Posting Management Procedures.

## RESPONSIBILITIES

**Facilities Management**

- Responsible for overseeing compliance, managing physical postings across all campuses, and ensuring alignment with College guidelines.

**Student Success Department**

- Student Success department provides a range of student programs and services, operating under the leadership of the VP, Students.

**Requestors**

- Ensure all posters meet the College's branding, accessibility, and content guidelines before submission.

- Submit posters to the appropriate department (Facilities Management for physical posters, Student Success for digital posters) within the required timeframe.

- Provide accurate and complete information, including contact details, event details, and intended posting locations or platforms.

- Adhere to timelines for approval and allow sufficient time for the review and posting process.

- Remove outdated posters after the approved posting period, if applicable.

# PROCEDURE

## 1. General Content Procedures

1.1. The College encourages the dissemination of information through various forms of postings while maintaining the campus' appearance and functionality. All postings must adhere to the procedures set forth herein and must receive appropriate approvals before being displayed.

1.2. All postings must be Conestoga-sponsored. This means the poster must be affiliated with a recognized department, area, or program of the college. The sponsoring entity must be clearly identified on the posting (e.g., 'Presented by the School of Business'). Prohibited content includes, but is not limited to:

1.2.1. Invoking violence and the display of weapons.

1.2.2. Promoting gambling or other addictive behaviors.

1.2.3. Endorsing the use of alcohol and drugs.

1.2.4. Material that violates the College's policies on respect, equity, and inclusion, including content that promotes hate, discrimination, or harassment, will not be approved. The College values freedom of expression as an essential component of academic and community engagement but reserves the right to ensure postings align with institutional values and applicable laws

1.3. Where use of a language other than English is required, postings shall show the English translation on the posting.

1.4. Postings must adhere to all College policies and procedures, as well as legislative and regulatory rules and laws.

1.5. Commercial or personal advertising is prohibited unless expressly authorized by the College. Approval authority rests with Facilities Management. Requests for exceptions must be submitted in writing to Facilities Management, including details of the advertisement's purpose, content, intended audience, and proposed posting locations. Facilities Management will review requests in alignment with institutional guidelines and communicate approval or denial in writing.

2. **Location and Duration Procedures**

   2.1. Posting and displays are allowed in corridors, on designated bulletin boards, digital displays, or approved signage locations.

   2.2. Postings and displays are prohibited on doors, windows, stairwells, washrooms, or nonpainted surfaces (i.e., brick or concrete), as well as being hung from ceilings.

   2.3. When postings are in promotion of a College activity or event, postings shall only be displayed a maximum of 10 days in advance of the event, unless approved by Facilities Management. Requests for extended posting duration must be submitted in writing to Facilities Management and include details about the event, the reason for the extended posting period, and the proposed posting locations. Facilities Management will review the request in alignment with institutional guidelines and communicate approval or denial in writing otherwise.

3. **Responsibility for Removal**

   3.1. The individual or group responsible for the posting must remove it within 48 hours after the event has concluded.

   3.2. Undated postings, out of date postings, excess postings, or postings placed in unauthorized locations may be removed without notice by the College.

   3.3. Conestoga reserves the right to remove any postings that violate these procedures.

4. **Printed Posting Procedures**

   4.1. In addition to the general posting procedures, the following procedures apply to printed postings.

   4.2. Maximum poster size allowed is 11" x 17".

   4.3. Posted quantities shall be limited to 20 sheets per campus location. This includes campuses where multiple buildings exist.

   4.4. All postings shall be spaced at a minimum of 30 meters apart. Multi-sheet collages are prohibited, unless otherwise approved by Facilities Management.

   4.5. Only painter's tape shall be acceptable for postings on hard/painted surfaces. Thumb tacks or staples shall be used on bulletin boards.

      4.5.1. Other materials, including but not limited to glue, sticky-tack, packing tape, nails, and staples are prohibited.

4.6. Any items posted with unapproved material may be removed and the individual responsible or department shall be liable for all costs of repair to damaged surfaces.

5. **Printed Posting Submission, Review, and Approval Procedure**

   5.1. All printed postings must be submitted, either in-person to room 3E00 at the Doon campus or through email to Facilities Management for approval prior to displaying and/or affixing the posting.

   5.2. All requests for posting must be submitted through a Posting Approval Request Form.

       5.2.1. Submissions must include:

       - A draft copy of the material to be posted.

       - The Requestor's contact information, including the internal sponsoring individual, department, or school.

       - Desired campus and location for postings.

       - Start and end dates for posting.

       5.2.2. [Approval for Posting Forms](#) that are not fully completed will be returned to the requestor without review.

   5.3. Facilities Management will review completed submissions for compliance with these procedures and provide feedback on the posting contents within five business days of submission. Requests submitted with less than five business days for review cannot be guaranteed to meet the requested timelines.

   5.4. Facilities Management reserves the right to seek input or approval from other departments, such as Student Success, communications or security, when the content or purpose of a posting requires interdisciplinary coordination. This step ensures alignment with college-wide standards and policies

   5.5. Edits and revisions may be required as part of the approval process. Facilities Management will not be responsible for delays or missed timelines if such edits or revisions are necessary.

   5.6. Upon approval from Facilities Management, postings will receive an Approval Stamp, as well as a mark indicating the removal date of the posting.

   5.7. If a posting request is denied, the requestor may submit an appeal to Facilities Management for reconsideration. The appeal must include a written rationale addressing the reasons for the denial and any supporting documentation. Facilities Management will review the appeal in consultation with relevant departments or stakeholders as required and will provide a final decision in writing.

6. **Digital Posting Procedures**

   6.1. In addition to the general posting procedures, digital signage will follow the following procedures.

6.2. Digital Signage is used to communicate to our students on campus and employees and visitors as necessary

6.3. For all procedures and guidelines please visit the [Digital Signage Program SharePoint](#)– for the most up to date information. Digital Signage Publishers will review completed submissions for compliance with these procedures and college branding standards.

7. **Digital Posting Submission, Review, and Approval Procedure**

7.1. Requests for posting content can be submitted by completing the [Digital Signage Posting Form.](#)

7.2. All digital signage content will be reviewed by a digital signage publisher before going live. Edits and revisions may be required as part of the approval process. Digital Signage Publishers will not be responsible for delays or missed timelines if such edits or revisions are necessary.

7.3. Please visit the [Digital Signage Program SharePoint](#) for complete all digital signage procedures

7.4. Upon approval from the Digital Signage Publisher, Requestors will receive confirmation via email that the content submitted will be posted. Requested changes and edits will be communicated to the Requestor as needed, to facilitate approval.

## RELEVANT LEGISLATION AND RELATED DOCUMENTS

[Printed Approval for Posting Form](#)

[Student Success Project Initiation Form (PIF)](#)

[Student Success Digital Signage form for all employees](#)

[Digital Signage SharePoint](#)

## REVISION LOG

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|---|---|
| 2013/07/15 | Policy and Procedures Committee Approval |
| 2013/07/17 | Academic Coordinating Committee Approval |
| 2025/03/12 | Added digital posting procedures - Academic Coordinating Committee Approval |