



# UNIVERSITY RECREATION & WELLNESS

## SPORT CLUBS

# MARKETING & PROMOTIONS GUIDE

## Introduction

While the sport club staff at University Recreation & Wellness (RecWell) can help with promoting your club, marketing your club to the wider campus community is largely your responsibility! After all, any promotion will be more effective coming from YOU – the students involved, knowledgeable and passionate about your club.

Marketing plays an important role in the vitality of your club. Effective marketing can help you remain connected to alumni, attract new members and excite your fans.

## Club Website Policies & Best Practices

- Clubs are encouraged to maintain a website.
- RecWell will place a link to your club's website on the [Sport Clubs webpage](#).
- It's important to keep the website up-to-date to avoid confusion among potential members and fans. An outdated website gives the impression that the club is defunct or inactive. If it's not possible to keep your website up-to-date, it's better to deactivate the website and alert RecWell to remove the hyperlink from the club listing webpage.
- All websites managed by clubs must include this disclaimer language: *"This content is not endorsed, approved, sponsored, or provided by or on behalf of the University of Maryland or its affiliates"*.
- Clubs may not use SGA or RecWell funds to pay for web hosting. Free web hosting and content management is available through OrgSync.
- Club websites should include:
  - Strongly recommended content
    - About the club/sport
    - Contact information
    - Practices times & locations
    - Who can join, how to join & other FAQs
    - Dues and fees associated with participation
    - Club guidelines for members & fans
    - Competition/demonstration schedules & results
    - How to donate to the club
    - Home events information
    - Links to relevant resources & partners
    - Links to social media accounts
      - University Recreation & Wellness
      - UMD Sport Clubs
      - Club social media
  - Optional content
    - Facility information
    - Team roster & coaching staff
    - Photo gallery

- Online merchandise sales
- Club history
- Don't Include
  - Discussion forums. Typically forums such as these attract spammers. OrgSync or Facebook are good alternatives.
  - Licensed images or photos/graphics that you do not have the rights or permission to use

### Social Media Policies & Best Practices

- Define your target audience which may include perspective members, fans, parents and alumni. Target your content accordingly.
- Though not required, the use of social media is encouraged. Clubs may choose to use Instagram, Twitter, Google Plus, having a Facebook page is a good place to start.
- Clubs are encouraged to host a Facebook page rather than a Facebook group. Pages are public and do not require perspective members or fans to join, making them a more welcome and inclusive option. Often, students just want to learn about your club without the commitment of joining the Facebook group. Fans feel like they can't join the group because they're not in the club. Some clubs may have a Facebook group for discussion amongst active members, but the best way to attract new members, fans and remain connected to alumni is through a Facebook page.
- All social media accounts hosted by clubs MUST contain the following in their profile, description or 'about' section. *"This content is not endorsed, approved, sponsored, or provided by or on behalf of the University of Maryland or its affiliates"*.
- Clubs are encouraged to use the hashtags #UMDsportclubs and #ActiveTerp whenever possible. This will make it easier for social media administrators at University Recreation & Wellness to find your content and share it with a wider network of followers.
- Encourage members, officers, coaches, etc. to like the [UMD RecWell](#) and [UMD Sport Clubs](#) Facebook page and follow [@UMDRecWell](#) and [@UMDsportclubs](#) on Twitter.
- Use social media to create an engaged online community by sharing:
  - Up-to-the-minute updates
  - Live competitions stats and results
  - Pictures from practices, competitions, community service and fundraising events
  - Questions to start a discussion
  - Historical information and pictures that would interest alumni
  - Upcoming fundraisers
  - Posts from the main RecWell and Maryland Sport Clubs accounts

### Online Representation

The behavior of individuals involved in the RecWell Sport Clubs program reflects not only on him/herself, but also on University Recreation & Wellness (RecWell) and the University of Maryland. Club members, officers and coaches are expected to conduct themselves in a positive, responsible and mature manner online and off.

Unsuitable language and sexist, violent, threatening posts or other content, which may make someone feel uncomfortable, is inappropriate. Club leadership and online administrators should advise members and other users to post appropriate material online. Your clubs reputation is at stake!

### Marketing & Promotions Resources

*Links connect to more information on various resources. Most information is contained within the [STAMP Event Management Handbook](#).*

- [General Campus Posting Policies:](#)
  - Only currently enrolled students, and representatives of registered student organizations or university departments may post materials related to the Campus community on campus. Posters, flyers or announcements by non-university groups are prohibited.

- Flyers and posters advertising on campus events are to be posted on campus only. Off campus advertising is not permitted. This includes the announcement of events on Radio/TV and in non-university publications. Exceptions to this rule are made for SEE (Student Entertainment Events.)
- Materials must be posted on approved locations only, including kiosks, public bulletin boards, and display cases. Posting of any material on buildings, walls, trees, sidewalks, utility poles, etc. is prohibited. Poster and flyers must not exceed 12 x 18 and are limited to two per kiosk/posting area.
- Advertising materials should include the name(s) of the sponsoring group, date and time of event, location, and title of event or program. To insure maximum availability of posting space, materials may be removed after two weeks.
- Flyers and posters that advertise campus events must be approved by Campus Reservations prior to posting in the Stamp. All posters and flyers advertising social events and parties on campus must include the phrase, College ID required.
- Advertising which states University of Maryland's (name of organization) is not permitted. Advertising should be phrased as (Sponsoring group name) at the University of Maryland.
- Events may not be advertised until officially approved by Campus Reservations.
- **Information & Fundraising Tables:** Outdoor tables outside the STAMP and dining halls are available free-of-charge and indoor tables in the STAMP are available for a \$25 fee.
- **Cole & STAMP Banners:** Banner space inside STAMP and outside Cole may be reserved at no charge for registered student organizations. Click the link for contact information.
- **ERC Banners:** Banners may be hung from the RecWell Banner Posts at the following locations; ERC Main Entrance, West Entrance by Outdoor Pool, and West stairs. RecWell is not responsible for lost, damaged, or stolen banners. There is no fee associated with banner post use, however all banners must be professionally made for outdoor use, approved by RecWell prior to display, and must meet the following qualifications:
  - Size: All banners need to be within the following maximum dimensions (smaller is okay) - Width 160 inches, Height 58 inches.
  - Lettering: Banner posts allow for banners to be double sided.
  - Grommets & Vents: All banners need to have grommets (small metal rings) on the four corners to allow rope to be attached for hanging. Banners should be vented for wind.
  - Duration: There is no limit to the length of use, however the duration must be approved with RecWell.
- **Bulletin Boards:** Outdoor kiosks, flyer display cases in STAMP and general bulletin boards in academic buildings are available.
- **Chalking:** Chalking must be in compliance with campus policies. Messages may not be on vertical surfaces or covered areas.
- **STAMP Flyer Rack:** The Stamp Information Desk staff maintains the flyer rack located next to the Information Desk of the Stamp.
- **Resident Halls Flyer Posting:** Registered student organizations may bring 50 posters/flyers to the Residents Life Assignments Office to have them distributed throughout the halls.
- **Ritchie Coliseum Marquee:** The large marquee outside of the Ritchie Coliseum may be used on a space available basis for advertising large events.
- **STAMP Sandwich Boards:** There are two sandwich boards located in the STAMP which student organizations may reserve. Posters must be professionally done and 22 x 28 in size.
- **Terp TV Video Bulletin Board:** Terp TV is available to announce campus programs and events to campus residents. Terp TV runs 24 hours a day on channel 76 of the campus residential cable system and is operated as a free service.
- **University of Maryland Calendar:** Student organizations can up-load computerized event information via the inform @ Maryland website.
- **Weekly Events at Maryland:** The university events calendar is created by the Marketing Coordinator in Campus Reservations in the Stamp (Room 1133). Events and programs are advertised on a calendar in The Diamondback newspaper every Monday and Thursday free of charge.
- **Leafletting:** Registered student organizations may hand out leaflets/handouts on campus
- **Shuttle-UM Buses:** Campus groups may advertise free inside Shuttle-UM buses! Each bus is equipped with overhead advertising racks capable of carrying your message. Any student organization can utilize this service to announce events or disseminate information at no cost.

- **UMD Weekends:** Looking for fans to come to your home event? Are you hosting an alcohol free event on the weekend? List your event with UMD Weekends. Submit the simple [online form](#) to get some publicity.
- **RecWell Website & Social Media:** Have a large-scale event on campus that you want to promote? Contact the Maryland Sport Clubs Office to see if it's a possibility to post relevant information on the RecWell website and/or social media outlets. In addition, information on club fundraisers or smaller events can be posted on the Maryland Sport Clubs Facebook or Twitter accounts.
- **First Look Fair & STAMP Fest:** The Student Organizations Resource Center (SORC) invites recognized student organizations to promote themselves during an information fair at the beginning of each semester. Stay tuned to the SORC website and to OrgSync for more information on signing up to participate in these key recruiting opportunities.

### **Recruiting**

Clubs are not allowed to recruit high school students, influence the admissions process or offer scholarships of any kind.

### **Print Materials**

Clubs may use [Copy Services](#) for all of their duplicating needs. They offer various locations on campus and affordable services such as black and white photocopying, color photocopying, lamination, and finding/finishing. [Design Services](#) is a creative resource for your design and production needs. Using the latest technology, designers are available to carry your project from rough ideas to finished pieces ready for distribution. All types of promotional and customized artwork are created according to client specifications including: promotional materials, newsletters, flyers, advertisements, posters and so much more! The most convenient location for both services is in room 1239 of the STAMP.

### **Violation of Campus Policy**

Clubs will be penalized for violating the campus posting policy or other related marketing and advertising policies.