

ADMINISTRATIVE DIVISION – DIVISION OF STUDENT AFFAIRS
POLICY NUMBER – SA 3.11
POLICY TITLE – POSTING PROMOTIONAL MATERIAL INCLUDING BANNERS
SCOPE OF POLICY – USC UPSTATE
DATE OF REVISION – FEBRUARY 24, 2026
RESPONSIBLE OFFICER – VICE CHANCELLOR FOR STUDENT AFFAIRS
ADMINISTRATIVE OFFICE – STUDENT INVOLVEMENT

PURPOSE

This policy outlines privileges, responsibilities, and procedures for posting promotional materials and banners in USC Upstate facilities.

POLICY STATEMENT

- A. Announcements of general interest to the campus community by registered student organizations, university departments, and academic units are the only type of material(s) that are permitted for advertisement on campus. Academic announcements and announcements posted by university officials in the conduct of their duties are exempt from these regulations (e.g. graduate school opportunities, registration dates, financial aid notices, graduation deadlines, etc.) The Office of Student Involvement is responsible for the interpretation and enforcement of this policy.
- B. The distribution of any promotional material(s) shall be consistent with the orderly conduct of the university’s affairs, maintenance of university property, and the flow of traffic and persons. Distribution by means of accosting individuals, hawking, or shouting is strictly prohibited, including the hand-to-hand distribution of materials (e.g. handbills, flyers, etc.) and the placement of unsolicited materials on vehicles, or under doors. Additionally, efforts should be made to avoid litter.
- C. All publicity materials not covered by the specific guidelines set forth in this policy must be approved by the Office of Student Involvement.
- D. All announcements should indicate the name of the sponsoring student organization, university department, or academic unit, contact information, along with the date and location of the event or activity. Materials that fail to meet these specifications will not be approved.
- E. If the name of a non-university organization is to appear on any promotional materials, the content of the advertisement must clearly promote the event and its central message, and the university organization (registered student organization, department, or academic unit) must appear on the advertisement. The name, logo, slogan, or similar identifier of the non-university organization must not appear as the dominant message on the promotional item.
- F. No poster, advertisement, or announcement may publicize alcohol or controlled substances (including the advertisement of “drink specials”), use profanity, defame or slander an individual/group, or promote any illegal activities.

PROCEDURES

A. Approval Process

1. Printed items (e.g. flyers, posters, etc.) must be submitted to the Office of Student Involvement for approval. Posted materials that have not been stamped by the Office of Student Involvement will be removed. Promotional materials for campus events cannot be distributed or posted until the related event is registered with the Office of Student Involvement.
2. Off-campus events sponsored by registered student organization may only be advertised on campus if the related event is registered with the Office of Student Involvement.
3. All promotional flyers must include event date, time, location, name(s) of event sponsor(s) and contact information in order to receive approval.

B. Location

1. Advertisements and announcements should only be placed on bulletin boards, and not on walls (interior or exterior), windows, light posts, or existing campus signs. Materials that will deface or damage University facilities are prohibited. Materials may be posted no earlier than 2 weeks prior to the scheduled event and should be removed by the sponsoring group immediately following the event.
2. Sponsoring organizations are responsible for the posting and removal of their advertisements, announcements, and other promotional materials.
3. Posting within residential facilities (Palmetto House, Magnolia House, and the Villas) is governed by Housing and Residential Life. Therefore, permission should be obtained by the Director of Housing or their designee before posting items in the residence halls.

C. Chalking

1. Chalking may be used by registered student organizations to create messages on sidewalks to advertise student events. Organizations are expected to adhere to the following guidelines, in addition to the general advertising guidelines listed when chalking:
 - a. Messages must be written in chalk that is water soluble (does not include spray chalk or artist pastels)
 - b. Messages must be written only on horizontal sidewalks, and not on any vertical surface including stair risers, building porches, building entryways, building foundations, walls, pillars, posts, benches, doors, trash receptacles, or kiosks
 - c. Organizations should be considerate when chalking, and not put more than one message in the same area to allow for other organizations to advertise their events
 - d. Please consult with Housing and Residential Life for permission when desiring to chalk outside of residential facilities

D. Banners

1. The Office of Student Involvement provides paper and banner markers for use by university offices and student organizations to advertise their events in the Campus Life Center (CLC). There are approximately 7 banner spaces managed by the Office of

Student Involvement located on the 2nd floor of the CLC. Organizations are expected to adhere to the following guidelines, in addition to the general advertising guidelines listed when designing and hanging banners:

- a. All banners must be approved by the Office of Student Involvement prior to hanging. Banners that have not been approved will be removed.
- b. Banners can hang no longer than 2 weeks and organizations are limited to hanging one banner at a time unless otherwise permitted by the Office of Student Involvement. Banners will be removed after the advertised event has occurred.
- c. Approval is needed before banners can be hung from the 3rd floor of the Campus Life Center.
- d. Banners should be vertically oriented, and must include organization name, date, time, location, and contact information.
- e. Banners are not allowed to be hung in other campus buildings, unless permission is obtained from that facility.

RELATED UNIVERSITY, STATE, AND FEDERAL POLICIES

USC Upstate Code of Student Conduct
Registered Student Organizations (SA 3.09)

HISTORY OF REVISIONS

August 2012 - New policy approval

October 2024 - Policy revised to reflect current practices. Office name and location updated.

Links updated. Format updated

February 2026 - Document format reviewed/revised for accessibility