Daily Campus Concierge Email Guidelines- Effective January 1, 2015

All slides may be included a maximum of 7 days (unless otherwise stated) in the Campus Concierge email.

When slides are submitted, please include the exact dates you wish to advertise your slide (remember we only send emails Monday through Friday to students and Tuesday and Thursday for faculty and staff).

Student Slides Eligible to Advertise in the Campus Concierge email:

SGA chartered organizations and Greek organizations that are hosting an event which is raising money or awareness specifically for philanthropy (does not include interest meetings, auditions, general events, etc.).

**Student events that do not fall under this category can still be advertised through other Campus Concierge outlets (see Kiosks and Social Media). If you want your slide to be advertised via email and you are an SGA chartered organization (see list here http://www.highpoint.edu/sga/chartered-organization/) you may advertise through SGA. Please refer any questions regarding the SGA email to sga@highpoint.edu.

Kiosks
- No limit to the amount of days a slide can be advertised.
- Any event or activity must be approved by Campus Concierge before it is placed on the kiosks for advertisement.
- No images other than approved 1365 x 1024 pixel images will be placed on the kiosks.

Social Media
- Any event or activity on campus approved by Campus Concierge can be advertised through HPU Campus Concierge social media pages.
- Images submitted for social media will automatically be advertised the day before OR the day of the specific event.
- Images can be advertised 3 days per week until the event- (if you have specific days you would like, please include those in the email with your image).
- There is no limit as to how far in advance you may advertise.
ALL Slides for email, kiosks or social media must follow the below criteria:

1. ALL submitted slides need to be formatted as a jpeg (suggested size for all areas but mandatory size for kiosks is 1365x1024 pixels) and all must contain the following minimum information:
   a) What is the event?
   b) When is the event- date and time?
   c) Where is the event being held- include specific location ie: NOT “hpu” or “on campus”? (**If your event is being held on campus, please be sure you have received a facility confirmation from Campus Concierge before you submit your advertisement**)
   d) Who is the contact for the event? (If this information does not need to be included on the specific slide, it DOES need to be sent in the email when the slide is submitted so concierge can contact that person if specific questions arise that we cannot answer)
   e) Email slides MUST have the specific philanthropy included on the graphic

2. If your slide needs to include a hyperlink, this link needs to be included in the body of the email to Campus Concierge.
3. All slides need to be edited prior to submitting - (Please make sure spelling and grammar are correct. Slides should be legible. Choose colors and fonts carefully as some are difficult to read).
4. The slides need to be submitted for approval no later than 24 hours before the first advertising time - this is to ensure that all slides contain the correct information, are edited, and approved before the next email or post.
5. All final slides are to be emailed to Campus Concierge (concierge@highpoint.edu) for approval.
6. ALL emails to concierge need to have “Concierge Advertisement- name of event” as the subject line

**If slides do not meet this specific criteria or contain mistakes, they will be sent back for revisions. Revised slides MUST be received by 10am to be included that day**

Questions? Please call Campus Concierge at 336.841.4636.