

THE MSS PROMOTIONS POLICY

SECTION 1 - PROMOTIONS

- 1.1. Promotion is the publicization of an event, service, or product with the intent of increasing public awareness and interest. Promotion includes, but is not limited to: social media, graphics, videos, posters, swag, banners, and photography.
- 1.2. The Vice-President Communications is responsible for promotion of MSS events and services as well as those run by organizations outside the MSS which are pertinent or of interest to the MSS General Membership.
- 1.3. All MSS promotional material is to be created by the MSS Communications Portfolio. MSS events and services may not hire promotional volunteers whose responsibilities overlap with those of the Communications Portfolio.
- 1.4. Funding for promotion of events should be provided by the MSS portfolio or student group requesting promotion.

SECTION 2 - PROMOTION REQUESTS

- 2.1. The Promotions Request Form exists for the VP Communications to collect information on the event or service in order to arrange promotion. This information includes the date, time, and location of an event, the date that promotion is to be started, and what kind of promotion is needed.
- 2.2. To ensure that the Communications team has adequate time to fulfill a request, Promotion Requests are to be submitted according to the following timelines and at the discretion of the VP Communications:
 - 2.2.1. If the organization already has a graphic that can be used by the communications team during promotion, requests may be submitted four days prior to the start of the promotional period.
 - 2.2.2. If a graphic needs to be designed, the request form must be submitted two weeks prior to the start of the promotional period:



- 2.2.2.1. Requests submitted less than two weeks in advance are not guaranteed a graphic.
- 2.2.2.2. Requests giving at least 3 weeks notice will be returned their graphic 1 week prior to its release in order to allow for editing and adjustments, if applicable. This should be discussed with the VP Communications and Graphic Designer(s) in advance.
- 2.2.3. If a video is needed, the request must be submitted as early as possible, typically at the beginning of the semester. A minimum of one month notice prior to the release of the video is required.
 - 2.2.3.1. Individuals requesting videos are to meet with the Director(s) of Cinematography to generate and approve a detailed plan for the video prior to filming.
 - 2.2.3.2. In extenuating circumstances, edits may be made to videos post-production, at the discretion of the VP Communications and Director(s) of Cinematography.
- 2.3. Promotion requests for events will only be accepted if the location and time is confirmed, this includes having a room or other location booked or reserved.
- 2.4. While designing and ordering posters is a form of promotion offered, the Communications team is not responsible for the distribution or hanging of posters.

SECTION 3 - PROMOTIONS GUIDELINES

- 3.1. Promotion by the MSS for external events or services will only be approved if the event/service is designed for the general science population. Promotion Requests may be rejected at the discretion of the VP Communications if they lack logistical information or are for events catering to a specific program or career path.
- 3.2. Sub-societies are limited to MSS promotions for one event/service each, per semester, at the discretion of the VP Communications.