CHST Electronic Event Promotion Guidelines

CHST Student Services is available to assist with electronic promotion of CHST student, faculty and staff events. Please review the following guidelines before submitting your request.
Allow two to three business days for posting.

1. **File Format:** The format of the file should be either **a jpg or a png.** Please make sure the file you submit is one of the two formats.

2. **Digital Display:** The required file sizing is **1920 x 1080 and less than 1 MB.**

3. **CHST Social Media**: The file sizing is **1080 x 1080 and less than 1 MB.** Please make sure your file layout is formatted and organized within these dimensions, in regards to any text and/or images.

4. **CHST Email Distribution:** File size limit for CHST email distribution lists is no larger than 1 MB.

5. If Access Services has not been pre-arranged for your event, you must include a statement instructing students to request services. Example: *"To request access services or to request an interpreter for this event, visit myaccess.rit.edu."*

6. Double-check for typos and make sure the **date** and the **day of the week** are in alignment.

7. Make sure the colors and text within the file are monitor and/or Instagram friendly. Bright and/or small text can be hard to read in certain contexts, and bright backgrounds can hinder readability.

REVIEW

☐ Format the file to be a jpg or a png
☐ For posting to monitors: the required file sizing should be 1920 x 1080
☐ For posting to Instagram: the required file sizing should be 1080 x 1080
☐ Include a statement for Access Services when applicable
☐ Double-check the date and the day of the week
☐ Double-check the file for any typos or missing information
☐ Check that the colors and text are monitor and/or Social Media friendly

Thank you for following these guidelines, which will make it easy to post your requests.

Direct questions to: healthsciences@rit.edu   3/30/23