What options are available for marketing or advertising my student organization?

Email
To create an email account/mailing list you have three options:

1. Create a group page on myUMBC. Group pages can be used to send messages, have discussions, store documents, and promote events/ initiatives.
2. Create an official UMBC email address using Google Groups by following this link.
3. Create your own email account. You can put UMBC in the address, e.g. UMBCcheeseclub@gmail.com.

Social media
Social media is one of your strongest marketing tools. Make sure that your advisor and any elected officers have the username and password to any accounts you may have.

myUMBC
All student organizations are able to create a group page on myUMBC, and doing so is highly recommended, as it which will allow interested students to find out more about your group. Additionally, you can send updates about meetings, elections, and other important reminders to all of your organization’s members through your myUMBC group. Learn more about creating a myUMBC group here.

Flyers
Student organizations are another great tool to share information about your organization. Make sure to follow these guidelines:

- The Commons: Flyers can only be hung by staff members. To have your flyers posted, you can drop off three copies at the Commons Information Center (CIC) desk.
- Residence halls: Bring a copy of your flyer to the Residential Life office in Erickson Hall for approval. The flyer will receive an official stamp and you can then make additional photocopies for posting.
- Classrooms/academic buildings: Certain academic buildings have designated spaces where you are allowed to post flyers, and these are the ONLY spaces where you are allowed to do so. The community bulletin boards are typically located on each floor of a building, and if a flyer is posted elsewhere (in a classroom, on the walls of a hall) it will be taken down if discovered.

i­net
An inet, offered through commonvision, can be used to advertise an event or to make announcements to the UMBC community. They are aired on five digital signage locations: The Career Services Office, the first floor of the Administration Building, throughout the Performing Arts and Humanities Building, in The Commons, and on the UC Plaza.

Pricing for inets varies depending on the type and duration of your advertisement. Explore commonvision’s inet website for more information.

Chalking
Two (2) locations on the sidewalk of Academic Row have been designated for chalking as a means for UMBC faculty, staff, and students to advertise university-sponsored events, projects, and activities: Section A - area between Sherman Hall and Sondheim Hall; Section B - area between the University Center and Math/Psychology Building.

- Only chalk on horizontal, cemented areas in Section A and B. Vertical surfaces, bricks, brick pavers, and stairs are off limits.
- Only use water-soluble sidewalk chalk.
- Both the chalking and the events, projects, and activities being promoted must be lawful and comply with University regulations.
- Spaces are available on a first come, first served basis. Be considerate, share the chalking areas, and leave space for others. When promoting events, limit chalking to the week before the event.
- Chalking is limited the week before and during the weeks of Welcome Week, Homecoming, and Quadmania for promotion of campus-wide banner events.

For more tips on marketing, advertising, and event attendance, please visit the SGA website.