

## Library Digital Display Policy

The Library's digital display is an electronic replacement of the bulletin board used to advertise GTU consortial events and library information. It will not be used to advertise products, non-GTU affiliated events, job ads, housing, or memes. Some of these postings will be allowed on the back bulletin board, above the new book collection, as approved by the circulation staff. As this is a consortial service, we are not going to advertise individual continuing education or degree programs for one school, as we don't have the space to advertise all programs for all schools. The primary target audience of the display is currently enrolled students, and secondarily the GTU consortial faculty.

The display will be running the slide show on a loop. Audio, small or difficult to read fonts (such as Old English), gifs, and moving text will not be used to make the display more accessible to all. Please use high contrast between the background color and text, for ease of readability.

GTU centers and programs are encouraged to use the GTU Brand Identity Guidelines, and direct any questions to communications staff regarding their use. Member School events and programs are encouraged to use their individual logos and colors.

### Allowed postings:

- Advertising for free, open-to-all GTU member school events (including those that require RSVP)
  - external events (like at UCB) can be advertised if a GTU faculty or staff is presenting and the event is open to GTU students
- Advertising for library, professional development program, and digital learning workshops
- Library Staff recommendations (highlighted databases, books, journals)
- General Library information (such as locker availability)
- New library services or changes in library hours

Note: Course offerings for electives of broad interest that are open to consortial students and calls for presenters/papers will still be printed and hung on the bulletin board near the library restroom.

### Procedure:

- Member schools should send their postings as an attachment to [library@gtu.edu](mailto:library@gtu.edu)
- PowerPoint (preferred), PDF, or Word are accepted, and may need to be resized or enlarged by the reference librarian to fit the screen better.
- Long descriptions (such as author bios) should be avoided to keep the screen word count to a minimum, these can be included in the events' webpage instead.
- Please include at least one image.
- Send these in a landscape format whenever possible, or we will rotate it for you.

The digital display slides will be updated each week by the reference librarians. Please send any postings as early as you can, we will upload your posting on the screen generally two weeks before the event until it occurs. We cannot update the display on a daily basis, so please plan ahead.

We recommend also listing your event on the GTU calendar at: <https://www.gtu.edu/events>

Questions regarding the digital display or any other library policies should be directed to the reference desk at [library@gtu.edu](mailto:library@gtu.edu), 510-649-2501, in person, or via our chat box on the library homepage.