UMass Amherst | Libraries

Promotional Signage Policy
September 2019

Scope and purpose
Print and digital signs* throughout the Libraries are intended to promote and facilitate access to services and resources available to patrons and to keep the campus community and library patrons informed about important events and initiatives.

Appropriate Content
In priority order, signage in the Libraries promotes events, resources, and services related to the Libraries; shares university related events and resources; showcases work of students and faculty; broadcasts current events, including UMass events as appropriate. Requests that do not fit within the categories will be decided by the Department of Library Development and Communication on a case-by-case basis. In case of emergency, alert messages will take precedence over library content.

Submission Procedures
All requests to share appropriate information in keeping with the Libraries mission will be vetted for sharing by the Department of Library Development and Communication. Please complete and submit the Signage Content Submission Form at least two weeks prior to when it needs to be displayed.

Posters
Printed notices may be posted by students, faculty, or staff related to UMass Amherst. They may be displayed on the bulletin boards in the W. E. B. Du Bois Library, the Science and Engineering Library, and the Wadsworth Library at the Mt. Ida Campus of UMass Amherst. Any innapropriate printed materials, and those found outside of specified locations in library facilities, will be taken down upon discovery. Library staff reserve the right to remove outdated materials at their discretion when bulletin boards become too full. Table tents are not allowed in the library. Posters may be submitted digitally for the library to print and post, and to share on social media channels, as deemed useful and appropriate to audiences.

*Digital signs include: display screens and touch screen in the Du Bois Library entrance lobby, Kiosk on the Du Bois Learning Commons Level, and the display screen in the Science and Engineering Library.