

Lazaridis Students' Society Marketing Policy

1.0 Email Marketing Usage Policy

- Use the “Email Marketing Form” to disclose events, hiring, promotional details to the LazSoc Marketing department for the purpose of disclosing information for the LazSoc email newsletter (ex. Emailing the LazSoc marketing team your content first).
 - If we require additional information about your submission, we will reach out to the individual representative from your club that submitted the form.
 - Limited one form per cycle. Clubs may utilize the email marketing form twice per semester.
 - If the club does not utilize the email marketing during the semester, they will not be transferred over to the following semester.
- Submitting information for any LazSoc email newsletter via email to a team member of the LazSoc marketing team individually will not be responded to. Information must be submitted via the form (see below).
 - The deadline for submitting your information is before 11:59PM on the Sunday before the release week.
 - Release weeks will be communicated with club presidents via the Slack group that you have been added for via the #general channel.
 - Changes or updates to the schedule will be communicated to presidents in the same channel.
- Unprofessional communication with LazSoc marketing team members either via email, social media or other communication methods in regards to email marketing delivery for your club. This will strictly not be tolerated.
 - This will result in a meeting between the individual involved, the Vice President of Marketing, and the Club Strategy team. If deemed to be a reflection of the entire club, this behaviour may result in a strike.
 - In severe situations, the Lazaridis Students' Society President(s) may be involved.
- Forms may be submitted by Vice Presidents of Marketing on behalf of the club and they must verify that they have the consent to represent the club on the form.
 - Any discovery of this being violated will result in the club being removed from being given access to email marketing for the remainder of the term.

The email marketing submission form can be found here: <https://forms.gle/CwZVi9AoejqcJ78N7>

2.0 Social Media Marketing Usage Policy (Also referred to as “Takeovers”)

Similar to the email marketing usage policy, all information for requesting a ‘takeover’ is now conducted through the “Social Media Marketing Club Submission Form” found below the policy.

- Use the “Social Media Marketing Club Submission Form” to disclose events, hiring, promotional details to the LazSoc Marketing department for the purpose of disclosing information on LazSoc social media channels.
- Each club is entitled to two takeovers per semester, one 10 story takeover, one graphic repost to story.
 - If the club does not utilize the two takeovers per semester, they will not be transferred over to the following semester.
- Submitting a social media takeover request less than 48 hours prior to publishing. Given the large number of LazSoc clubs, this is not something that will be accommodated.
- Please plan your takeover accordingly to ensure that we have enough time to coordinate the takeover.
 - We will reach out to you with additional requirements for your takeover should we need more details.
 - Please note, submission dates are requests and may be subject to change based on our pre-defined social media calendar. We will confirm your takeover date following your submission via the form.
- Unprofessional communication with LazSoc marketing team members either via email, social media or other communication methods in regards to email marketing delivery for your club. This will strictly not be tolerated.
 - This will result in a meeting between the individual involved, the Vice President of Marketing, and the Club Strategy team. If deemed to be a reflection of the entire club, this behaviour may result in a strike.
 - In severe situations, the LazSoc presidents may be involved.
- Forms may be submitted by Vice Presidents of Marketing on behalf of the club and they must verify that they have the consent to represent the club on the form.
 - Any discovery of this being violated will result in the club being removed from being given access to email marketing for the remainder of the term.

The Social Media Marketing Club Submission form can be found here:

<https://forms.gle/nkW8tcgHHAXs8QPfA>

3.0 Printing Policy

- All printed materials used as promotional attributes must follow Student Union's marketing policy.
 - No more than 20 pages are allowed posted on Laurier's campus buildings.
 - Must be stamped and approved by the secretary of the SU office (third floor of the Fred Nichols Campus Centre in the 24 Lounge)
- Stamps on any print materials must be visible on the front page (posted side) of any printed materials.
- LazSoc does not need to approve any posters posted in Lazaridis Hall
 - The LazSoc logo must be visible on the front side of the poster or printed material.

For access to the official LazSoc logos, click here:

https://docs.google.com/document/d/18e4GpLXnyqExp7ccNM_meduH9NNLuo3/edit?usp=sharing&oid=101857723981191761644&rtpof=true&sd=true

4.0 Merchandise Policy (for sale, does not apply to Club Merch given to members)

- Merchandise sales plans must be communicated with LazSoc marketing team (vpmarketing@LazSoc.ca) to ensure that copyrighting with Laurier or the Lazaridis School of Business does not exist.
- Merchandise may not include the word "Laurier", "Lazaridis", "LazSoc", "Wilfrid Laurier" or similar phrases on it anywhere.
- Event-based merchandise must be communicated with LazSoc marketing to ensure it does not violate school policies.
 - Example; selling merchandise related to sanctioned events

5.0 LazSoc Promotional Policy

- LazSoc logo must be visible on all printed or digital (online) materials, including but not limited to:
 - Social media tiles (including graphic tiles and video content; exception is strictly given to photos)
 - Printed posters
 - Cards/Stationary
 - Websites (if applicable)
 - Forms
- LazSoc logo is not required on select promotional materials, including but not limited to:
 - Internal/external Merchandise (clothes in general)