



POLICY TITLE: Website Advertising

POLICY PURPOSE: University websites are designed principally for the purpose of informing current students, prospective students, parents, alumni and other interested persons about the University and its courses of study and activities. The websites are primarily for educational and informative purposes. Allowing the advertising of private business on University websites has the potential to distract the user and confuse the purposes for which the sites were designed. Therefore, advertising on any of the University websites which may include, but are not limited to, the official Fort Hays State University website, the Fort Hays State University Athletic Association website, and other related or affiliated websites is prohibited unless approved by the President of the University or the President's designee.

BACKGROUND:

APPLIES TO: Everyone

DEFINITIONS:

CONTENTS:

POLICY STATEMENT: In determining whether advertising in any given case should be allowed, the following principles should be considered:

1. Any method of advertising having the potential to annoy, confuse or disrupt the user is prohibited. The University President or designee has the discretion to determine whether any such method of advertising falls under this general prohibition.
2. Advertising which promotes goods or services that relate directly to any of the University's activities, overall mission, and/or services provided by vendors under contract with the University may be considered permissible.
3. Any logos used in advertising should be subtle, tasteful and not allowed to distract the user.
4. Advertisements which support or endorse any political official, candidate, party and/or view should not generally be allowed, but consideration may be given for advertisement that relates to an issue of relevance or significance to any of the University's activities, services or mission, so long as all other University policies concerning political activity are complied with.

5. Any advertisement used to harass, intimidate, or threaten another person, conduct unlawful discrimination, or otherwise promote or incite illegal activity shall be prohibited.
6. Any advertisement shall comply with all applicable laws and University policies, including but not limited to University policies concerning acceptable use of computing resources.

**EXCLUSIONS OR
SPECIAL
CIRCUMSTANCES:**

**RELATED
DOCUMENTS:**

Policies:

Forms:

Other:

KEYWORDS: Advertisement, website

**RESPONSIBLE
OFFICE:** University Marketing

**RESPONSIBLE
UNIVERSITY
OFFICIAL:** Director

ORIGINATION DATE: 03/02/05

REVIEW CYCLE: Every 3 years

POLICY ADDRESS:

**LAST
APPROVED ON:** Approved by President 03/25/2022

**REVIEW/CHANGE
HISTORY:** Adopted by President's Cabinet 03/23/22
Approved by President's Cabinet 03/02/05

**NEXT REVIEW
DATE:** 3/2025
