

University Libraries

Events, Exhibits, and News Guidelines

Updated: February 22, 2024

Policy Statement

These guidelines outline the AUB University Libraries' (UL) Events and Exhibit Policy and Procedures.

The UL plan, prepare, and curate events and exhibitions that are mainly held at the libraries' premises or on AUB campus, showcasing Library holdings and uncovering salient research resources to AUB community and beyond.

Goals

- Promote and support the University Libraries' mission, services, resources, and the scholarly value of its diverse collections.
- Promote and support University and greater community events, people, history, programs, symposia, activities, and accomplishments.

Policy

- Major events and special dates of the year shall be selected and agreed on in advance.
- Event and exhibit organizer shall secure the approval of the University Librarian at the initiation stage.
- Event and exhibit organizer shall register the event in the UL calendar, URL: <https://aub.edu.lb/libcal.com/calendar/workshops>; to reserve the date and eliminate any possible conflict with other events.
- Event and exhibit organizers are responsible for managing the content, communication, and logistics of the event.
- Events and exhibits should be aligned with the library mission and should not conflict with any of [AUB's policies and procedures](#).
- All content and designs should also adhere to [AUB's Office of Communications' guidelines](#).
- The library Digital Initiatives and Scholarship (DIS) Team, Graphic Designer, and Executive Officer will support the event and/or exhibit curation in digitization, design, installation, communication, publicity, and logistics.

Budget and Payments

- Library events/exhibits' budget is set and administered by the Executive Officer and library administration early in the budget year.
- All expenses and payments are processed by the library Executive Officer or under his/her direct supervision.

Timeframe for an Exhibit

- When planning an exhibit, organizers need to leave a gap of at least two weeks between exhibits, to make sure the organizers of the next/previous exhibit have enough time to install or dismantle their exhibit.
- To provide equitable access to the exhibit area, exhibits are limited to 4 weeks in duration.
- Installation should take 1-2 days before the exhibit, depending on exhibit complexity.
- De-installation must take 1-2 days immediately after the end date of the exhibition.

Exhibit Materials Handling

- Exhibitors must handle books and artifacts gently and with conservation concerns in mind. In general, books should be displayed on bookstands, cradles or supports. Panels with halogen light and cases with interior lighting can also be damaging to exhibited materials. Exhibitors should consider using facsimiles for fragile materials such as newspapers and photographs.
- Special arrangements should be made in advance for consultation and questions by contacting the Conservation and Preservation Section (CPS). See these sources for more information:
 - [ANSI/NISO Z39.79-2001 Environmental Conditions for Exhibiting Library and Archival Materials](#)
 - [NEDCC: Protecting Paper and Book Collections During Exhibition](#)
- Generally, when circulating Libraries materials are used in a display, the materials must be checked out in coordination with the Access Services Team (item status should be set to “Jafet Exhibit” in Sierra).

Physical and Online Exhibits and Support Materials

- Exhibitors are strongly encouraged to create an online exhibition using AUB Libraries supported system such as OMEKA or Google Arts and Cultures platform.
- Exhibitors are encouraged to create an accompanying guide (libguide) to highlight the featured collection, when applicable.
- Exhibitors are responsible for preparing the content of the publications associated with their exhibit such as captions, posters, brochures or other.

Publicity

- The event's poster and other promotional materials are prepared by the organizer and designed by the Graphic Designer. The event organizer shall fill-in the Graphic Design form found in Appendix-A.
- The organizer sends content to the Editor for final editing, then to be posted on the UL news page, UL social media, and AUB events page.
- Guidelines for posting News shall be followed, found in appendix-B, and guidelines for posting on Social Media are found in Appendix-C.

Receptions and Exhibits Related Activities

- The lobby in Jafet Library may be, on occasion, available for receptions and other activities linked to events and exhibits.

Procedures

After selecting a theme or collection to feature, the organizer discusses the idea with the University Librarian for better coordination at the library level.

- Exhibition/event organizer uses the Event Creating Form to book the time of the event and provide information about it. Or they may contact the booking administrator, who can help if needed. In the form, the organizer provides a short description of the event with information about the title, collection, size, audience, presenter, and location (2 months before the event).
- The organizer checks with the Executive Officer the budget availability to plan accordingly (a few days after filling in the form).
- The organizer and team start working on selecting materials for the exhibit (same week as filling in the form).
- The organizer contacts members of the selected team (of that event) and calls for a meeting, if needed, to discuss the division of work, budget, communication, marketing, logistics (a week after filling in the form).
- The organizer contacts potential speakers and prominent invitees to finalize the launch of the event (a week after filling in the form).
- A brief description of the event is shared in writing with the UL Graphic Designer and Executive Officer to start working on the promotional material and assess the publicity budget (two weeks after filling in the form).
- The organizer and team start working on the captions of the items to be displayed in the physical exhibit (two weeks after filling in the form).
- The organizer coordinates with the Director of the DIS Department and starts sharing items for digitization, when applicable (three weeks after filling in the form).

- In case the number of items to be digitized exceeds 100 images and/or need special handling, it is highly recommended that the organizer coordinates with the Director of the DIS Department at the inception phase of the exhibit preparation to ensure that the digitization team will be able to commit efficiently and timely to the exhibit.
- The organizer coordinates with the Executive Officer ordering the logistics needed for the event e.g., seating, microphone, media, and video (one month before the event).
- The organizer coordinates with the Executive Officer and the Graphic Designer to oversee expenses involving printing, display stands and gadgets, logistics and other (process invoices as they come).
- The organizer finalizes the content of the promotional materials and shares it with the Graphic Designer and Executive Officer (one month before the event).
- The Executive Officer follows up on the delivery and functioning of the logistics including contacting the Protection Office and getting the needed permissions (one week before the event).
- The organizer makes sure that all logistics are ready and starts supervising the exhibit display and layout including needed cleaning, seats, removal of furniture, and other (few days before the event).
- The organizer shall use the event checklist in appendix-D.

Other

In case the event or the exhibit will be held outside the library, the exhibit organizers are responsible for contacting the venue owners for reservation, event planning, and exhibit mounting and display logistics.

The library reserves the right to approve or disapprove event/exhibit requests from outside the libraries. In such cases, the library has final approval for the layout of the event, duration, and content of promotion.

Contacts

For more information, contact the Executive Officer at: library@aub.edu.lb

Appendix-A
Graphic Design Form

The project

1. Give a brief description of the project and its purpose; material to use, slogans or ideas you want to convey

2. Indicate which of the following you may require as a part of this project:

- Banner
- Brochure
- Poster
- Flyer
- Social media (story, posts, etc...)

Website (If this is a website, what specific functions do you want it to perform?)

- Presentation Slideshow (provide final text and pictures prior to starting the design)
- Exhibition Display

- Logo/Identity
- Other (Specify)

3. Please indicate if you have a preferred start date and/or deadline for your project.

4. Please provide the text or content for the project prior to starting the design.
(Title / Tagline / content/ images)

The Idea

An indication of your likes and dislikes will help to incorporate your ideas into the project, however I will be honest and direct as to what I believe will (or will not) be effective and appropriate in maximizing the impact of the project and of what is aesthetically good or not

3- Are there any logos, websites, design, adverts etc. related to this project that you like /dislike the look and feel of? (Please send links or images)

4- Describe any other ideas or inspiration you have had regarding this project.

5- Anything else we should know before creating your design?

Thank you



Appendix-B
Library News Guidelines

Library News Guidelines

Updated February 15, 2024

Statement

This section outlines the University Libraries' (UL) News posting guidelines.

The UL posts News on the Libraries' webpage, social media channels, and/or AUB Events page to showcase and promote the UL's collections, services, resources, announcements, and events.

Selection

- All major events or activities should be announced.
- News should be selective and focused.
- Any staff member may propose or suggest a News topic. This staff member shall secure the approval of his/her unit head, who in turn shall secure the approval of the University Librarian.
- After securing the needed approval, the unit should write the News piece; send the material, with any accompanying images to the "Editor" and "Graphic Designer", at least seven working days before the announcement date to ensure posting in a timely manner.
- The author of News shall specify the date and channels where the News would be published to prepare the corresponding text and poster format for each medium.

Publishing

- The Editor will secure publishing the final edited version in coordination with the Graphic Designer.
- The News piece shall be published on the UL news site and social media channels.
- If the News is to be posted on the AUB Events page and/or social media channels, such a request should be cleared up at the initiation/approval stage. News piece is sent to AUB events by "Friday before noon" of each week to be considered for publishing the following week.

Roles and Team Members

Editor: Maha Hussein

Graphic Designer: Sara Jawad

Publishing on UL Website: Maha Hussein

Publishing on UL Social Media Channels: Vera El-Ashkar

Executive Officer: Maha Hussein

Booking Administrator: Mona Assi

Appendix-C
Social Media Posting Guidelines

University Libraries

Social Media Posting Guidelines

Updated: 22/2/2024

Statement:

This document outlines the University Libraries' (UL) social media posting guidelines. The UL uses social media platforms to connect with the community, promote library resources, services, and events, and share valuable content.

Planning and Timelines:

Exhibits:

- Start planning exhibits at least two weeks in advance to allow for brainstorming and content preparation.
- Share highlights and gratitude after the conclusion of exhibits or events to be used for the post-event content.

Monthly Series:

- Inform the Social Media Manager if a department plans to initiate a monthly series.
- Start planning content at least one month in advance to ensure quality and alignment with library goals and to maintain a consistent posting schedule for the monthly series.

Announcements:

- Inform about important events and activities at least one week in advance to facilitate preparing the corresponding type of announcement.
- The Social Media Manager will maintain a balance between educational content, promotional posts, and engagement initiatives.

Content Creation:

- Departments are encouraged to share ideas for topics and services they need to highlight, the Social Media Manager will then use insights to select what's to be posted and the type of content needed for the approved ideas and develop engaging content aligned with the library's mission.
- Allow sufficient time for the content creation process, especially for time-sensitive content.

Posting and Maintenance:

- Texts and links should be revised and checked before being sent for content creation. Posts should not be deleted once published to maintain content engagement and ensure the professional presentation of information.

Appendix-D
Events/Exhibits Checklist

Events/Exhibits Checklist

Event organizer is responsible for filling in the checklist and coordinating with the contact persons for support.

✓/x	Task	Needed by	Contact	Accomplished (Y/N)
	Reserve event venue			
	Select material			
	Budget needs			
	Coordinate all details with partners (other departments/sponsors/etc.)			
	Contact graphic designer			
	Contact DIS team			
	Outreach materials on SM			
	Outreach materials on UL News			
	Outreach materials on AUB News			
	Guest Invitations (VIPs, President, Guest Speakers, etc.)			
	Protection Office clearance for visitors			
	Clean cabinets			
	Clean event area			
	Display monitor			
	Laptop			
	Chairs			
	Microphone (wireless or not)			
	Podium			
	Photographer			
	Videographer/ Livestreaming set-up			
	Food and Beverage needs			
	Media Coverage (only for big community events- to forward details to Communications)			