CAS OPERATIONS

Shared Services Model
Communications

Flyer/Poster Recommendations

CAS Comms has developed the following recommendations regarding event flyers and flyers as a means of sharing information. These recommendations are based on current best practices regarding PDFs and federal accessibility guidelines. Our goal is always to ensure that our audiences receive the information in an optimal way. If you have any questions about this, please reach out to a member of our team.

- Posters and flyers should be used only for print purposes. If you need a poster or flyer, print it (using a printer of your choice) and hang it for all to read. We also recommend that units use the UD/CAS branded **poster** or **flyer** templates to ensure that we can share widely on campus. (Unbranded, or improperly branded materials cannot be posted on campus.)

- Do not distribute digital flyers via email, share on social media, or post on websites. They do not scale for small screens such as mobile devices, and more importantly are an ADA violation as they cannot be read by screen readers.

- Rather than using digital flyers, share the **text** and **event links** in emails, social media posts, canvas, internal digital newsletters or information sources, or wherever a link can be shared. We can provide formatted images to add to any social media promotion.

- We are here to help if you are creating a flyer! Just put in a **service ticket**.

QR Codes for printed flyers

We recommend units create static QR codes at **QR Code Generator**. Dynamic QR codes are fee-based and require an account.

When creating QR codes, keep in mind that navigation (urls) may be adjusted in the future, "breaking" the code. Please send all QR codes to cascommrequests@udel.edu, so that in the event of a navigation change, the team can create a redirect.

UNIVERSITY OF DELAWARE
ARTS & SCIENCES