

**From:** [Student Support & Activities, DSTO](#)  
**To:** [su-studentgroup@lists.ust.hk](mailto:su-studentgroup@lists.ust.hk); [su-society-president@lists.ust.hk](mailto:su-society-president@lists.ust.hk); [department-associated-groups@lists.ust.hk](mailto:department-associated-groups@lists.ust.hk)  
**Cc:** [Student Support & Activities, DSTO](#)  
**Subject:** Promotion support for student activities  
**Date:** Tuesday, January 13, 2026 4:40:23 PM

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Dear Student Organizations and Student Leaders,

DSTO Student Support & Activities Team (SSA) offers promotional e-channels for student-led activities. You can request to publicize activities that are **open to students. If you would like to promote an event**, please complete the following table, return it to us ([ssa@ust.hk](mailto:ssa@ust.hk)) with the digital poster by the preceding **Friday** for publicity to issue on the following Tuesday (i.e. 2 working days in advance).

Promotion Channel and Duration <i>(Put "Y" into the bracket)</i>	<input type="checkbox"/> <b>Mass Email through the “Student Support &amp; Activities Weekly News” to all students (once per event)</b> <input type="checkbox"/> <b>Digital Promotion Board at Student Center</b> (at most 2 weeks before the event) <input type="checkbox"/> Both of the above
Poster Requirements:	<input checked="" type="checkbox"/> A digital <b>portrait</b> poster in English or both English and Chinese <input checked="" type="checkbox"/> Resolution must be: <b>1080 x 1920px, RGB color, JPG format, less than 1 MB</b>
Event Name:	
Date & Time:	
Venue:	
Organizer/Project Name:	
Registration:	
Enquiry:	

Upon receipt of the required information and poster, a confirmation email will be sent to you. If you do not receive it by noon on Monday, please contact Ms. Rainie Yeung (2358 6045 / [ssa@ust.hk](mailto:ssa@ust.hk)) as soon as possible.

Remarks:

1. Do not use “HKUST”, “UST”, or any university logos on your promotion material as an event title or group name, unless with prior approval.
2. Events/Activities with commercial elements, or those intended for a small group of students, will NOT be promoted.
3. You can also promote your activities through the Digital Notice Boards managed by Media Technology and Publishing Center (MTPC). For details, please refer to: [HKUST Digital Display](#).

#### **Post-event sharing on SSA IG**

We encourage you to share your activities with others in the university. Good works and innovative activities will be posted on SSA Instagram. Please submit:

Event Name:	
Date & Time:	
Venue:	
Organizer/Project Name:	
IG account (if any):	
Event Highlights:  <i>(50-100 words in English, a brief event recap, organizer or participant feedback, impact)</i>	
And, attach 3-5 event photos (with consent from those who appear in the photos)	

A confirmation email will be sent to you once the submission request is accepted and publicized. Please contact Ms. Rainie Yeung or Mr. Apollo Lam (2358 8462 / [ssa@ust.hk](mailto:ssa@ust.hk)) if any questions.

Regards  
 Student Support & Activities  
 Dean of Students' Office