

From: [Student Support & Activities, DSTO](#)
To: su-studentgroup@lists.ust.hk; su-society-president@lists.ust.hk; department-associated-groups@lists.ust.hk
Cc: [Student Support & Activities, DSTO](#)
Subject: Promotion support for student activities
Date: Monday, February 16, 2026 11:30:13 AM

Dear Student Organizations and Student Leaders,

DSTO Student Support & Activities Team (SSA) offers promotional e-channels for student-led activities.

Pre-Event Promotion on Campus

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) 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"/> Mass Email through the “Student Support & Activities Weekly News” to all students (once per event) <input type="checkbox"/> Digital Board at Student Center (at most 2 weeks before the event) <input type="checkbox"/> Digital Boards by MTPC (see the Remarks #3) <input type="checkbox"/> All of the above
Poster Requirements:	<ul style="list-style-type: none"> • A digital portrait poster in English or both English and Chinese • Resolution must be: 1080 x 1920px, RGB color, JPG format, less than 1 MB
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) 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. *This serves as an additional channel for submitting promotion requests. Promotion materials will be forwarded to MTPC **every Tuesday**. For short-term promotions, video content, or if preferred, please send them directly to MTPC at poster@ust.hk. Visit MTPC’s [Digital Display](#) for details.*

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) if any questions.

Regards
Student Support & Activities
Dean of Students' Office