



DIGITAL SIGNAGE AND DIGITAL BUILDING DIRECTORY POLICY

Area: Marketing and Communications
Subject: Digital Signage
Applies To: the University community

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Responsible Party: Associate VP for Marketing and Communications

I. Purpose

The purpose of the Digital Signage and Digital Building Directory Policy is to:

- A. Establish the process by which the digital signage systems on campus are managed to ensure effective communication to viewers and;
- B. Create a system for the dissemination of messages across colleges and departments so that the University provides timely, accurate and effective messages to campus audiences.

II. Policy Statement

Colleges and departments may acquire and operate digital signage systems equipment and software according to institutional procurement, technology, physical plant, and Marketing and Communications policy and standards.

University digital signage systems are managed by the Office of Marketing and Communications with support from the Division of Information Technology Services.

The Office of Marketing and Communications coordinates and provides training on the use of digital signage systems.

Information Technology Services will coordinate/provide hardware and software support for signage systems.

Colleges and departments will assign a person known as the Primary Content Creator who is primarily responsible for providing content for the sign/directory. The Primary Content Creator may be assisted by other Content Creators within a college/department.

The Office of Marketing and Communications will establish approved templates for providing signage content. Templates will provide a primary area to display college/department messages that are managed by the content owner in that location. Additional areas on a sign will be reserved for content managed by the Office of Marketing and Communications.

Colleges and departments are responsible for establishing internal guidelines for how content is submitted to the Primary Content Creator and/or designated Content Creators in their college/department.

If a department wants its messages displayed on digital signs that it does not oversee, content should be electronically submitted to the Office of Marketing and Communications. The Office will schedule the messages to display on the specified signs where appropriate.

Marketing and Communications and the Division of Information Technology will have the ability to remove content at any time and will do so in case of an emergency announcement or if the content is deemed inappropriate or of sub-standard quality.

1. The University reserves the right to use all systems for emergency communication and replace content with emergency or other bulletins. The use of such systems will be defined by the University's emergency response plans and policies.
2. Departments should not use the system to disseminate emergency messages. Report emergencies to University Police and the appropriate emergency response will be activated.

Georgia Southern University reserves the right to take action to ensure compliance with the Digital Millennium Copyright Act and to prevent activity in violation of that Act from taking place within the University's electronic environment.

III. Scope

- A. All members of the University community
- B. Pertains to all digital signage on the University campus and locations. (see addendum)

IV. Definitions

Digital Signage Systems refer to University hardware and software systems, the displays, and digital directories that are located within the buildings on campus, usually in lobbies and gathering spaces.

Digital Building Directories are digital signage systems that primarily provide directory information, list office locations, room numbers, and services in a building or area.

System Administrators will have full administrative rights to the digital signage system. System Administrators will be representatives from IT Services.

Emergency Contacts will have full access for emergency messaging. Emergency contacts will be representatives from the Office of Marketing and Communications and the Office of Public Safety.

Content Approvers will have full content rights to the digital signage systems including creating new bulletins and approving distribution of bulletins created by content creators. Content Approvers are members of the Office of Marketing and Communications and the Content Creators from each college/department.

Content Creators are authorized content providers with rights to create and schedule content for assigned signs.

Primary Content Creators are the designated point of contact for a college or department. Primary Content Creators will be representatives from their college/department. Secondary person(s) will also be identified as a backup to the primary person.

Institutional Content

Content that is created for University-wide audiences and disseminated by the Office of Marketing and Communications.

Templates refer to the format and background of the digital displays and building directories. The Office of Marketing and Communications creates and maintains the templates.

College/Department Content is content created for college/department audiences.

V. Roles and Responsibilities

- A. IT Services within the Division of Information Technology is responsible for installing and managing the hardware and software related to digital signage. IT Services will schedule upgrades and maintenance and will notify departments of this schedule at least one week prior to performing upgrades and maintenance.
- B. IT Services will be responsible for creating all user accounts and managing access rights.
- C. Technical issues or problems with the systems will be directed to IT Services.
- D. Marketing and Communications will train Content Creators on how to use digital signage system.
- E. Marketing and Communications will work with communication officers in each area to determine what content will be shared between buildings.
- F. Marketing and Communications creates and maintains authorized templates for the digital signage and digital building directories.
- G. The final authority for enforcing this policy lies with the Associate Vice President for Marketing and Communications.

User Management

One primary person (content creator) per division will be identified and trained to create and manage content for each department/building.

Content Management

Content Creators are responsible for creating content for their authorized digital sign systems.

All content displayed on signage systems shall meet institutional content standards established by the Office of Marketing and Communications and the Georgia Southern University Identification Standards Guide. Content Providers shall maintain appropriate use of the University's name, symbols, emblems, logos, seal, colors or mascots.

Content should not be displayed for more than 30 days.

Content related to events should be removed no later than the day after an event takes place.

Content Creators should respect copyright law and should not use pirated images including graphics or photos taken from the Internet. Images of Georgia Southern can be found by accessing the Flickr photo gallery on the University website. If you need additional images, stock photos or graphics contact your liaison in the Office of Marketing and Communications.

Additional content management standards may apply. All content standards will be defined, documented, and periodically reviewed by the Office of Marketing and Communications.

Content standards and notifications of changes in standards will be provided to Content Creators.

VI. Enforcement

- A. Marketing and Communications is authorized to take appropriate steps to improve/correct/modify content or require additional training of any user. Marketing and Communications is authorized to revoke the rights of a Content Creator where there are documented incidents of recurring content problems, procedural or policy violations.

VII. Exemptions

- A. Requests for exemptions to this policy may be made in writing to the Associate Vice President of Marketing and Communications.
- B. Exemptions related to technology components of Digital Signage Systems shall be submitted to the Office of the Vice President for Information Technology and Chief Information Officer.
- C. Athletic signage in public venues and outdoors.