Media and Information Management Development and Distribution Procedures

The procedures below have been created to fully comply with the "Media and Information Management Development and Distribution Policy", the University Appropriate Use Policy and all other policies and procedures established by the University and Board of Regents.

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General Procedures

User Management

Authorized Content Creators
One primary person (Content Creator) per Channel Player will be identified to create and manage content for each department/building. Secondary persons will also be identified as a back-up to the primary user.
IT Services will be responsible for creating all user accounts and authorizing Content Creators. Marketing & Communications will be notified of any changes to the authorized primary or secondary Content Creators.

Required Training
All Content Creators will obtain required training and demonstrate competent use of the system before their account or privileges are activated.

User Roles

- **System Administrators** will have full administrative rights to the Digital Sign system. System Administrators will be representatives from IT Services.
- **Emergency Contacts** will have full access for emergency messaging. Emergency Contacts will be representatives from Marketing & Communications and Public Safety.
- **Content Approvers** will have full content rights to the Digital Sign systems including creating new bulletins and approving distribution of bulletins created by Content Creators. Content Approvers will be representatives from Marketing & Communications.
- **Content Creators** will have rights to create and schedule content for signs assigned to that college/department. Content Creators will be representatives from each college/department.

Content

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

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

Content Templates
Marketing & Communications will provide content templates and standards for Content Creator use. Content Creators may develop their own templates. Content Creator created templates must be approved by Marketing & Communications before they are placed into production. Content Creators will only use authorized content templates for publishing content and will abide by all content standards.

Content Review
Content will be reviewed by Marketing & Communications periodically for compliance with institutional content standards. Marketing & Communications is authorized to take appropriate steps to improve/correct/modify content or require additional training. Marketing & Communications is authorized to revoke
Content Creator’s rights where there is a documented history of recurring content problems or procedure violations. Marketing & Communications has the right to remove content that does not meet institutional standards.

**Content Management**
Colleges and departments are encouraged to establish their own procedures and deadlines for submitting content to Content Creators.
For institutional messages, content must be submitted at least 3 business days prior to the anticipated publication date.
Content regarding events should be removed no later than the day after the event takes place.
Content should not be displayed for more than 30 days.

**Copyright**
Content Creators will respect copyrights. Do not use pirated/unapproved images--if you are in doubt, ask or do not use the photos. Stocks images for Georgia Southern can be found at the following site: [http://flickr.com/photos/georgiasouthern](http://flickr.com/photos/georgiasouthern).

**Size Limits**
Content file size limit is 20 MB. If content over 20 MB needs to be uploaded, contact IT Services.
Computer Controlled (Digital) Signage Procedures

Purpose
The purpose of this document is to define the following as it pertains to digital signage: content creation and management; user roles; advertising policies and distribution of related revenue; device management; and emergency procedures.

Naming Conventions
- Channel Players shall be named according to the following name scheme: [Building Name or Dept - abbr.][Building #] [room number / closet it is located in][DS][#01-? For which player it is in the room if more than one if only one this number will be 01]. For example, a hardware player in the CATS office would be named CATS2372154DS01.

- Playlists shall be named according to the following name scheme: [Dept Name - abbr.][Size of Content Window (SMALL or LARGE)][Aspect Ratio (4:3 or 16:9)] - [# - starting at 1 for which number playlist it is for each dept]. For example, the small content window controlled by Marketing & Communications would be named MRKTSMALL4:3-01.

- Bulletins shall be named according to the following name scheme: [Dept Name - abbr.][L/S for large content window or small content window][Bulletin Name - One Word][Start Date in yyyyymmdd format]. For example, the bulletin for Techxpo 2010 would be named CATSLTECHXPO20101112.

Television Programming
In situations where television programming is desired to be used in conjunction with digital signs, prior approval must be obtained from the University CIO. This is necessary in order to preserve the integrity of our content license agreements.

Content Layout
Content Quality - Use good judgment when building bulletin content. If information would not be appropriate for your departmental web site, it should not be displayed on signage. All text should be spelled and punctuated correctly.
Content Area Assignments

- AREA A: The large content window is primarily for college/department messages. This window will also be used, occasionally at the discretion of Marketing & Communications, for high-value university messages.

- AREA B: The top small content window for each sign is reserved for university messages. AREA C: Each department/college will provide content for the lower content region. If the department/college does not have content for this region, Marketing & Communications will provide content for this region. This region will also be used, occasionally at the discretion of Marketing & Communications, for high-value university messages.

- AREA D: Each department/college will provide the ticker playlist for each sign. If the department/college does not have content for this region, Marketing & Communications will provide a university ticker playlist; this region will also be used, occasionally at the discretion of Marketing & Communications, for high-value university messages.

Emergency Notifications
The University reserves the right to use all systems for emergency communication. The use of such systems will be defined by the University’s emergency response plans and policies.

Departments should not use the system to disseminate emergency messages. Report emergencies to University Police and the appropriate emergency response will be activated.
In case of emergency (e.g., fire, inclement weather, campus violence, etc.), all playlists will be overridden to display emergency messaging. Public Safety will initiate any emergency messages. Marketing & Communications is responsible for publishing the message.

The Emergency Notification procedure will be tested once per academic semester.

**System Updates and Upgrades**
IT Services will be responsible for updating and upgrading software appropriately. When new software patches and releases are available from manufacturer, IT Services will schedule player upgrades and will notify departments of this schedule at least one week in advance of upgrades.

**Support and Training**
IT Services will provide all technical training and support. IT Services will also be responsible for answering and resolving questions regarding hardware, user accounts, and content uploading and scheduling.

Marketing & Communications is responsible for answering questions regarding bulletin content and approval.
Appendix 1: Definitions

Digital Sign - A monitor that displays content and information generated by campus constituents.

Channel Player - A device or computer that provides the content to the digital sign. One channel player can provide content to multiple signs.

Bulletin - A message or announcement that will be displayed on a playlist (e.g., graphic, PowerPoint slide, video, etc.).

Playlist - A group of bulletins that will display in a specific region of a digital sign. Typically there will be three playlists per screen, one large, two smaller.

Ticker - Scrolling text that can display additional announcements and information. The ticker can display information from RSS feeds from both campus and external sources (e.g., campus calendar information, news feeds, stock exchange, etc.).