Digital Signage and Digital Directory Policy
Revised 7/14/15

I. Purpose

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

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

II. Policy Statement

The digital signage and digital building directories on campus are important vehicles to disseminate news, events and other information to the campus community.

Colleges and departments have the ability to display their own building or college content on the digital signage. There are opportunities for various departments to promote their content within other buildings, as well. To ensure that content is shared in the appropriate locations and that all events and news gets to the appropriate audiences, there needs to be a central office that can assist in the oversight of this distribution.

The digital signage system is managed by the Office of Marketing and Communications in the Division of External Affairs with support from the IT Services department in the Division of Information Technology.

There are three blocks for messages on each digital display. The large block is used for that college/department messages and is managed by the content owner in that location. The two smaller blocks are for institutional content or messages from other colleges/departments at their request. All content for the two smaller blocks will come from the Office of Marketing and Communications.

If a department wants their messages displayed in buildings that they do not oversee, they should send the content to Office of Marketing and Communications. The Office will schedule the messages to display in the specified buildings in one of the smaller blocks.

Marketing and Communications and the Division of Information Technology 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 bad 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.
Digital Signage shall use the Georgia Southern University Identification Standards Guide and maintain appropriate use of the University’s name, symbols, emblems, logos, seal, colors or mascots.

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 refers to the monitors and digital directories that are located within the buildings on campus, usually in lobbies and gathering spaces.

Digital Building Directories refer to directories that list office locations, room numbers, etc.

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 approvals will be members of the Office of Marketing and Communications and the Content Creators from each college/department.

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.

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. Colleges and departments are encouraged to establish their own internal guidelines for how content is submitted to the content creator in their area.

V. Roles and Responsibilities

A. IT Services within the Division of Information Technology will be responsible for installing and managing the hardware and software related to the 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 should be directed to IT Services.

D. Marketing and Communications will train content owners on how to use the 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 the templates (background format) 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 to create and manage content for each department/building. Secondary persons will also be identified as a backup to the primary person.

User Roles

All content creators will be trained on the use of the system by a member of the Office of Marketing and Communications.

Content

Content related to events should be removed no later than the day after an event takes place. Content should not be displayed for more than 30 days.

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.

Content standards will be provided to the content creators. Content creators may develop their own messages.

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 or procedure violations.
VII. Exemptions

A. Requests for exemptions to this policy may be made in writing by the division's content owner to the Associate Vice President of Marketing and Communications. The exemption request will be reviewed with the CIO of Information Technology.