Digital Signage Guidelines

Over the past few years the university has expanded digital signage in many of its facilities and departments across the university. In 2017, digital signage on campus was tied together into a single networked system to allow the university to access digital signs and post emergency information in the event it becomes necessary.

The signage represents an opportunity for timely communication of important information to students, faculty, staff and visitors passing through university facilities. Departments within each facility with digital signage are able to manage their own content for digital signs in conjunction with university messages. The guidelines that follow should help to increase the effectiveness of messaging, and ensure that messages are professional, clear and relevant.

Make Your Message Appropriate
Messages should be of broad interest to the university community. Examples:
- Activities, such as upcoming speakers or events.
- Critical deadlines, on the academic, department or program calendar.
- Congratulations and shout outs to departments, organizations or individuals for significant awards, honors and contributions.

Inappropriate Messages
Announcements that are personal, religious, political, contain advertising or are otherwise inappropriate should not be posted. For example, do not post an advertisement for a downtown business hosting an event on campus that students/faculty/staff cannot attend; but do post information about an event sponsored/hosted by Stetson and co-sponsored by an area business that invites students, faculty, staff or visitors. In all circumstances, the university reserves the right to update, change, modify or delete messages on digital signs within its facilities.

Information/Content to be displayed in order of importance
- Emergency information – in the event of an emergency *all signs* will display emergency messaging.
- Campus-wide events
  - FOCUS Orientation
  - Family Weekend/Open Houses
  - Convocation/Commencement
  - Values Day
- Announcements and deadlines (weekly/daily)
- Student Organization or Department activities
- Building or Department information or directory
- Room changes/office moves

Guidelines for Creating Messages

Messages should be short and to the point. There is limited space for information, so only the most important details should be included. Slides are on the screen for <u>15 seconds</u> before rotating to the next slide.

- Title: This could be an event name or the most important fact presented in the slide. Limit the title to 4-6 words to ensure it fits on one line.
- Text: Include a very brief description of an event, an important deadline, something happening, etc. Be sure to include the date, time and location of any event or gathering and a URL if possible for more information.
- Image: Use of photos is encouraged. Using high-resolution JPEGs (5 megapixels or greater) works best when displaying photos on HD and 4K digital flat screens. Any photos subject to copyright will not be used.
- Video: Monitors do support video, but do not include audio, so video must have some titling (full screen or lower third) so viewers understand what the video represents.

How to Submit Messages
Content must be submitted through [WebGarage](#) using the digital signage templates at least three business days prior to the first date the content is to be displayed on the monitors. Each facility on campus has designated WebGarage users that will be able to access files associated with their building. The three days will ensure enough time to review the messages, correct any errors and get your message into the sign's rotation on the appropriate day.
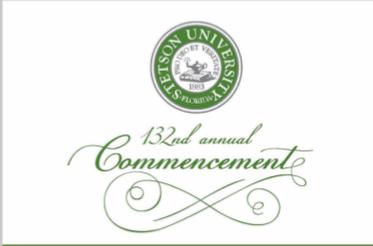
Fine Print

- Submissions are reviewed by Marketing Communications for style and appropriateness. Submissions may be copy edited for spelling, grammar and length.
- The department/unit making the submission is wholly responsible for its accuracy and completeness.
- Here are a few examples of what your information will look like in the approved design templates: