

University of East Anglia digital signage policy

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1. Purpose of policy

This policy defines the purpose of the digital signage network at the University of East Anglia (UEA), its operation and correct use.

2. Definition and purpose of digital signage

Digital signage at UEA is a network of plasma screens located across campus that display slides containing information about University news and events. It is a

secondary communication channel, designed to reinforce messages that are being communicated in more detail through other internal communication methods.

3. Control of the system

The digital signage network is controlled by the Learning Technology Team in the Information Services Directorate (ISD). The content of individual screens is managed by local owners (listed in Appendix 1).

4. Use of the system

4.1. Content

All digital screens in the network can carry up to 20 slides at any one time, displayed for 15 seconds each. This slide limit is designed to maximise the impact of the messages being displayed.

4.2. Process for submitting content

Requests for content to be added to the screens can be submitted to individual screen owners, a list of which is available online at [LINK to be inserted once page made – before 1/9/16].

4.3. Appropriate content

The digital signage network is used to promote UEA-related events and announcements only.

Examples of appropriate content include:

- Events organised by UEA departments and held on campus
- Events organised by UEA departments and held in the local area
- University announcements relevant to staff, students or visitors – e.g. new student charter, module enrolment, etc
- Content relevant to the location in which the screen is based

Examples of inappropriate content include:

- Events or announcements with no clear link to UEA
- Events or announcements with no clear link to the UEA work of a staff member or student - e.g. someone running a marathon, a production by a local drama group, etc.
- Advertising for external companies and organisations

4.4. Editorial control

Local owners have editorial control over the content of the screens in their area and have the right to refuse any slides that do not comply with this policy or are deemed to include inappropriate content.

4.5. Tampering with the screens

The screens must not be turned off, unplugged or tampered with in any way. They are on an automatic timer that will switch them on and off each day. Laptops or other external devices must not be plugged into the screens, as this causes damage.

5. Exceptions to normal use of the system

The normal use of the system does not apply in the following instances:

5.1. Emergencies

In an emergency, the digital signage network may be placed into an override mode by the Communications Office that allows the same content to be shown on all screens. Examples include:

- Severe weather
- Evacuation
- IT/phone failure
- Fire

In the event of an emergency, screen owners will be contacted as soon as possible to inform them of the situation. When the emergency ends, the screens will be returned to normal.

5.2. University Open Days

The four UEA Open Days each year are strategically important to the University and during these events the digital signage network is used to display campus-wide messages to visitors.

Screen owners will be expected to schedule slides given to them by the University's Marketing Team for Open Days.

5.3. Corporate content

Local owners are required to carry occasional content of University-wide importance, such as publicity for the National Student Survey and Executive Team events. These requests will come directly to local owners from the Communications Office.

6. Acquisition, servicing and replacement of digital screens

ISD manage the acquisition, servicing and replacement of screens. Faults to existing screens should be reported to the Learning Technology Team via <https://itsupport.uea.ac.uk>, where they will be assigned to a technician to action in a prompt manner.

7. Contacts

For all queries relating to digital screens contact the Learning Technology Team via <https://itsupport.uea.ac.uk>.