

## Digital Signage Policies and Guidelines for Publishing Campus-wide Content

**Prerequisite:** Content published to the entire campus must be submitted and approved by the Office of Communications using the following guidelines.

1. **Submission:** All requests for flat-screen announcements must be submitted no less than seven (7) days before your event/meeting.
2. **Timeline:** Your request must specify the dates you want to have your announcement posted. Announcements will be displayed for a maximum of two (2) weeks (unless special permission is granted).
3. **Event/Meeting:** Information submitted must include a description of the event, date, time, location, purpose and program sponsor(s).
4. **Announcement Format:** Single slides should be sent as jpegs. A suggested template to use is a PowerPoint slide.
5. **Announcement Content:**
  - Be brief and to the point. Your message will have a better chance of being read if the content is quickly and efficiently displayed.
  - Use of pictures is encouraged. When using photos, be sure the photos are high resolution.
  - It is the responsibility of the campus partner or department to ensure that the information submitted is accurate and a proper graphic standard is included in the digital message.
6. **Viewership:** Please keep in mind the space for creating messages on the digital signage system is limited and your message can, at times, be competing with up to 30 other announcements. With a cycle time of 10 seconds per slide, your message would display once every five minutes.
7. **Approval:** The Office of Communications reserves the right to reschedule or deny requests based upon volume, the needs of the College, and/or non-adherence to policies and/or guidelines.

### Acceptable Types of Messages

- Messages directly involving Spelman students, faculty and staff
- Messages that highlight activities occurring on campus
- Critical deadlines for academic calendar
- Student-led activities such as those by sororities, SGA, PULSE, etc.
- Special events such as theatre performances, plays, recitals, concerts, etc.
- Important dates for College openings and closings
- Congratulations to College departments, organizations and/or individuals for awards and honors

### Unsuitable Types of Messages

- Listings of individual classes or majors
- Non-Spelman activities
- Personal or political messages
- Items for sale

If you need more information or have other questions about digital signage, please contact DaNita McClain- Office of Communications at 404-270-5899.