

Digital Signage Guidelines

SCOPE AND PURPOSE

The Digital Signage program at the Syracuse University Libraries is an informational platform aimed at communicating, in real time, what's happening at the SU Libraries and the University. Digital signage keeps the public informed about important events, resources, and services by featuring text, graphics, video, web images, and campus-wide news bulletins on flat-screen HD monitors located on the first floor of Bird Library. The signage is powered by the Four Winds Interactive system that has been licensed and made available by the University. Digital signs are part of a campus-wide emergency alert program. In case of emergency, alert messages will take precedence over library content.

ADMINISTRATION

Responsibility for the Digital Signage program is shared between Library Communications, who oversees the content, and Library Information Technology, who manages the technical infrastructure. Members of the planning group are Melinda Dermody, Pamela McLaughlin, Lesley Pease, Julie Sharkey, and Russell Silverstein.

INTENDED USE

1. Improve engagement and accessibility to library-sponsored events, activities and services.
2. To communicate visually:
 - » Library-sponsored and partner events¹, including lectures, workshops, exhibits, and other activities;
 - » Resources and services;
 - » Special campaigns (i.e., sustainability initiatives.)
3. The primary audience for the Digital Signage platform is:
 - » Current students, faculty, and staff;
 - » All visitors to the SU Libraries.

Content that is directed only toward small target groups will not be posted.

4. Emergency Situations: In the event of an emergency, University Public Safety will take over all displays connected to the digital signage network.
5. In general, content from those not affiliated with Syracuse University will not be posted, however it may be considered if the group or individual is sponsored by an SU department or school.
6. The Digital Signage Platform is not intended for personal announcements that do not support the mission of the University.
7. The use of digital signage is subject to the requirements of legal and ethical behavior within the University community.

SUBMISSION PROCEDURES

Informational content will be formatted as a slide within a PowerPoint deck running in the main window of the screen. To ensure readability, a single request may result in multiple slides. To submit content for a new digital sign, complete and submit the [Digital Signage Content Submission Form](#). If the message includes a visual image, please supply a high-quality TIF, PNG, or JPG that is at least 1216 pixels wide x 684 pixels high (and no more than 2432 x 1368) in either RGB or grayscale. Every attempt will be made to fill requests within 24 hours. Contact [Pamela McLaughlin](#) with any questions or comments about this project.

¹ Academic Integrity Office, Tutoring & Study Center, Office of Multicultural Affairs, Office of Disability Services