



Delta College

Digital Signage Guide

As of July 30, 2019

Interior and exterior digital signage at Delta College provides an opportunity to communicate institutional branding, recruitment messages, educational opportunities, student engagement happening, available services, events and site-specific activities.

Digital signage provides a sustainable solution to delivering messaging to travelers near Delta's campuses, visitors to our campuses and students on Delta's campuses with the goals of improving communication across campus, increasing attendance at events and informing the campus community of College news. Each advertisement has a short time frame to tell a story, due to the rotating nature of digital signage, so well-designed concise messages are critical.

Messaging guidelines

Subject matter – must be open to anyone interested

- Site-specific and institutional strategic messages, activities and events
- Exterior - recruitment messaging, community services, public events
- Interior – retention and visitor messaging
- Community events sponsored by Delta College may be considered

Content & Visual Standards

- Formatting should follow the Delta College Recruitment Identity and Messaging Standards Guide

Scheduling

- No more than five messages are recommended to display at any given time
- A mix of site-specific, institutional and audience messaging should display at all times
- Pre-schedule messages to be removed once the event has started

Roles & responsibilities

Message requests must be submitted to Marketing at least 10 days prior to the requested posting date. Requests may be denied if messages do not meet standards described in this guide. Marketing reserves the right to edit messages and determine what content is shown at which digital signage location(s) and determine the duration, dates and times content is displayed. Marketing also reserves the right to prioritize requests when there are too many during peak time periods. Public Safety messages have top priority.

Where appropriate, there may be a limited number of content contributors (people who can post to the sign) so Delta can coordinate training, content and processes.

Marketing department

- Create and schedule institutional messaging and college-wide events
- Approve content created by content lead(s)
- Maintain guidelines and College policies
- Serve as administrator for sign software
- Work with sign vendor on technical issues

Sign site content lead (for example, Public Safety and the Planetarium)

- Receive training through Marketing or vendor
- Create and schedule site-specific messaging
- Submit new content to Marketing for approval/posting
- Monitor messaging schedule

Guidelines for Use

- Generally, only one message per event, promotion or activity is permitted.
- Messages must be broadcast for a definitive period of time and are not to exceed two weeks for single occurrence events. Open-ended/continuous announcements will be approved on a case by case basis.
- Delta College Public Safety Department will get first priority on all digital signage content, as required.
- The promotion of non-college entities or organizations is not permitted.
- To comply with College Policy all programs, services and events advertised on the digital signage must be open to anyone in the campus community and may not discriminate on the basis of sex, gender identity, sexual orientation, race, color, religious creed, national origin, physical or mental disability, protected veteran status or any other characteristic protected by law.
- Events promoted on the exterior signs must be open to the public.
- Events, activities advertised on the interior displays must be open to ALL students and cannot be used for member only events. Ads must be for an event or service that appeals to/affects a large percentage of students.
- This procedure may be revised at any time, as deemed appropriate by Marketing and/or College administration.