Digital Signage Guidelines

The purpose of these guidelines is to help UW-Eau Claire faculty, staff, and student organizations create informative and meaningful digital signage content. The digital signage system displays advertising created by recognized UW-Eau Claire student organizations, academic departments and administrative offices.

- Advertisements must be for activities or events open to the campus community or for information that enhances the campus environment.
- Any advertisements that may go against the educational mission of the university (i.e. racist, degrading, and/or potentially offensive) are not allowed.
- Advertising of alcohol or controlled substances is not allowed.
- The name of the sponsoring university organization, department, or business must appear on the advertisement.
- All advertisement should contain the date, time, and location of the event, and any other descriptive information.
- A maximum of 20 advertisements shall be shown per day.
- There are three categories of content that the digital monitor systems will display:
  - Local- created, managed, and displayed by the department/unit and managed by a local Content Moderator
  - University- content identified for widespread dissemination and managed by the Campus Visix Administrator
  - Emergency- determined and transmitted by Learning and Technology Services and supersedes any information currently being displayed.
- Digital Signage Roles:
  - Content Moderator: individual responsible for managing a department/unit’s digital sign content
  - Campus Visix Administrator: your contact for technical help regarding Visix Software.
- Student organizations will be allocated 50% of advertising space in both local and university digital signage systems. If there is not sufficient number of advertisements from student organizations within a specific run time, these slots can be filled from a list of pre-made student organization advertisements.
- LTS will be the Campus Visix Administrator of the digital signage system for academic departments.
  - For digital signage support, please contact the LTS Helpdesk
  - To learn how your department can get digital signage, click here. (Link will be added here).

Approved by Senate Technology Committee  March 2014