Salisbury University Digital Signage Televisions Guidelines

Salisbury University's digital signage televisions, located in campus buildings, are managed by the department/office identified in the header on the screen and Publications. The television display system supports campus communications and engagement by displaying important University messages and promoting upcoming events. All content should be University-sponsored, aligning with SU's mission, core values and strategic goals.

Content rotates daily based on each department's custom slides and campus-wide content. Publications creates campus-wide content based on campus alerts, messages, major events and any other content deemed important to the campus as a whole. All content, other than that created by the department responsible for the television, must be approved for its consistency with University initiatives, branding and style guidelines, and other messaging standards. Publications reserve the right to edit or reject message requests that fall outside the digital signage televisions' purposes.

All requests for the installation of new digital signage televisions require the approval of the appropriate Dean/Director who has the authority to make decisions based on the location where the new digital signage televisions is being requested. Once initial approval is granted from the Dean/Director, a Help Desk request needs to be submitted online by following this link https://support.salisbury.edu/User/Dashboard. Once IT receives the request, they will coordinate with Physical Plant carpenters and electricians to determine whether or not the location can support a digital signage televisions. When full approval is granted, IT will work with the customer to determine the best screen size/orientation, screen type, and mounting options. Once all options are agreed upon with the customer, IT will provide a cost estimate for all necessary equipment, which also includes the cost of the computer required to run the digital signage software.

Submission Guidelines:

- Only University events will be promoted and will be displayed two business days prior to event.
- Requests for new content should be at least two weeks in advance of desired run dates. Publications cannot guarantee that items submitted with less than 48 hours notice (two business days) will be posted.
- Other types of messages (non-events) must be approved for consistency with this policy.

To submit a request, email the following information:

- Type of event
- Title of lecture or event
- Speaker's name, title, academic degrees and affiliation
- Date, time and location of event
- Any other relevant information, such as "free and open to the public" or a short web URL that leads to more information
- Digital photo, if available
- Please keep the length as short as possible.
- Send email and work order to dcmcmahon@salisbury.edu with "Digital Sign" in the subject line.
- Publications will create and schedule the bulletin and it will automatically expire at the end of the event.

Review Process

- The text of all bulletins/messaging will be reviewed for content and clarity. Messages may be edited prior to posting or returned for revisions or additional information.
- Accuracy of posted information is the responsibility of the person, group or office submitting content.
- Publications cannot guarantee that submissions will be published on the display system.