

EDINBORO UNIVERSITY OF PENNSYLVANIA

Policy: **Edinboro University Digital Signage – C070**

Supersedes Policy No. C070, dated March 7, 2017

Recommended for approval by: Angela Burrows
Angela Burrows
Assistant Vice President for Communications, Community
and Public Relations, and Marketing

Approved by: H. Fred Walker on 9/29/2017
H. Fred Walker, President Effective Date

Review date: As Required

PURPOSE

The purpose of the Edinboro University digital signage policy is to provide guidelines to ensure accuracy, consistency, and integrity of information displayed on digital signage monitors at the University.

SCOPE

All provisions of this policy apply to the display of information on monitors connected to the University-wide digital signage system (“digital signage system”). Please be advised that not all monitors at the University are connected to the digital signage system. This policy does not apply to the posting of information on individual monitors controlled by specific academic departments or administrative units, except for the applicable brand guidelines as reflected below.

POLICY

The University Communications Department may, in its discretion, use the digital signage system to display information University-wide including notices regarding University-sponsored programs, meetings and activities; television feeds; information on important current events; weather information; campus facts and news; and emergency messages.

Academic departments, administrative units, and student groups recognized by the Edinboro University Student Government Association (SGA) may request that notices regarding University-sponsored programs, meetings, and activities be displayed on the digital signage system using the procedure described below.

In the event of an emergency, information provided by the Communications Department will automatically be displayed on digital signage system monitors. At the end of the emergency, normal content will resume. Also, the Communications Department reserves the right to limit the run time and length of information displayed according to the availability of space.

All digital signage content displayed on the digital signage system, and/or on local academic department or administrative unit monitors, must adhere to the brand guidelines of the Edinboro University Graphics Standards Manual, located at www.edinboro.edu/standardsmanual.

Procedure Requesting Display of Information University-wide on Digital Signage System:

1. Academic departments, administrative units, and SGA recognized student organizations may request that notices regarding University-sponsored programs, meetings, and activities be displayed University-wide on the digital signage system by completing and submitting a helpdesk ticket at: https://edinboro.samanage.com/catalog_items/634327-digital-signage-request/service_requests/new.portal. Users may also access the request form by logging in to my.edinboro and clicking on the tech help icon, then choosing New Service Request at the top of the page and clicking on Digital Signage Request under the Network, WiFi, Phone & TV Services header.
2. Completed helpdesk tickets must be submitted at least 10 business days prior to the dates of desired display on the digital signage system. Requests not received by that time may be denied or delayed.
3. The Communications Department will review the requests to ensure compliance with this policy. The requesting entity will be notified of the approval or denial of a request through the Helpdesk system. Requests that are approved will be displayed subject to the limits of this policy, and requests that are denied may be re-submitted through a new Helpdesk request with any deficiencies corrected.
4. Denials of requests to display information on the digital signage system may also be appealed in writing to the Assistant Vice President of Communications, Community and Public Relations, and Government Relations, whose decision is then final.

Prohibited Uses of University Digital Signage System:

1. Submitting or providing false or misleading information to display;
2. Unauthorized use of another user's account;
3. Attempting to gain or gaining unauthorized access to the University digital signage system, or to the files of another;
4. Interfering with the normal operation, proper functioning, or integrity of the University's digital signage or other systems, including intentionally or knowingly installing, executing, or providing to another, a program or file, on any of the Digital Signage monitors information/content that could result in the damage to any file, system, or network (including, but not limited to computer viruses, Trojan horses, worms, spyware or other malicious programs or files).

Enforcement:

The University may deny display of, or remove from display, digital signage content that does not adhere to this policy. A University employee or student who violates this policy may be subject to discipline ranging from denial of access to any or all digital signage resources up to and including termination (for an employee) or dismissal (for a student), and actions that may also constitute a violation of applicable local, state or federal laws may be referred for prosecution.

CONTACT INFORMATION:

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