

SAHP Digital Signage Policy, Guidelines, and Procedure

Policy

- The LSUHSC-NO Digital Signage System is the only authorized digital signage system. Because the Digital Signage System is an integral part of the LSUHSC-NO emergency notification strategy, all schools or divisions shall coordinate digital signage planning and implementation with both the Property and Facilities and the Department of Information Technology Digital Signage teams to ensure compatibility.
- All schools and divisions may participate in the LSUHSC-NO Digital Signage System, subject to the guidelines of this policy. Use of the LSUHSC-NO Digital Signage System is a revocable privilege granted to those with an official affiliation with LSUHSC-NO. Authorization to submit content to be displayed on the digital signs shall be based on an LSUHSC-NO related need and must be in a manner consistent with disseminating content to be used for accomplishing the education, research, and public service through direct patient care and community outreach objectives and programs of LSUHSC-NO.
- Digital Signage shall not be used for personal or political purposes or for solicitations for any individual or organization unaffiliated with LSUHSC-NO. Moreover, content infringing on the safety, health, and welfare of the LSUHSC-NO community, or the order of campus operations, or deemed inappropriate by LSUHSC-NO shall not be approved.

Procedure for Content Creator(s)

- Create contents using the SAHP template on the following link:
<https://911.lsuhscc.edu/eas/templates.aspx>
- Contents shall adhere to guidelines listed below
- For contents that include photos, please use this [photo consent form](#) to obtain approvals and have them on file.
- To submit contents, use this link:
<https://intranet.lsuhscc.edu/alerts/digitalsignage/requestqrtr.aspx>
- Contents will be forwarded to the SAHP digital signage approval committee for approval. If approved, contents will be displayed within two (2) working days.

Procedure for Content Approver(s)

- Approver(s) make sure that contents are error free, use the correct SAHP templates, and follow the content guidelines.
- Approve - Forward the digital sign request message to ds-request@lsuhsc.edu with "approved" in the message.

- Deny - Click the "Administrative actions" link included in the digital sign request message, click the "Deny/Delete Request" button, provide a reason and click OK

Content Guidelines

The following are guidelines to assist content creators with developing professional, consistent content:

1. To ensure unified consistency and formatting, approved templates are available at: <https://911.lsuohsc.edu/eas/templates.aspx> See "Signage Types" guideline below for more information on appropriate use of templates.
2. The signage system displays each individual posting for a period of 20 seconds. For effective dissemination of information, it is advised that content be as brief and concise as possible. For example, including an address for events held on campus is not advised.
3. The signs are intended to promote only events that benefit the institution and promote LSUHSC-NO campus entities.
4. As a public entity, we should not use public resources to promote private or for-profit products, services, or activities.
5. Use official logos and symbols without alteration. Care should be taken to ensure aspect ratio is maintained and appropriate spacing and contrast is provided to separate the logo/symbol from other objects. High quality official logos for use in digital signage are available for download at <https://www.lsuohsc.edu/administration/cs/webstandards/dslogos.aspx>
6. Photographs and images should be professional, clear, and maintain proper aspect ratio.
7. Text should be clearly displayed and easy to read with sufficient size, contrast, and separation from other text, images, and backgrounds. Event titles should be displayed in title case format.
8. It is preferred that the use of red content, including backgrounds and text colors, be reserved for emergency alerting.
9. Please verify accuracy of data including event date, time, and location.
10. Because many signs exist near study areas, refrain from including audio in your post.
11. Signage Types

a. Event Signage:

- Signage pertaining to an upcoming event or presentation are considered event signage. Event signage shall use a “Portrait Format 960x1003” template and may be posted for up to two weeks leading to event dates.

b. Recurring Signage:

- Signage requiring greater exposure are considered recurring. Recurring signage shall use a “Landscape (16:9) Format 891x501” template and may be shown for up to three months. If additional time is needed then a refreshed version must be submitted. Each area/school shall display one recurring post at a time.

c. Congratulatory Signage:

- Signage related to prestigious honors and awards for internal faculty, staff, and students are considered congratulatory. Congratulatory signage shall use a “Landscape (16:9) Format 891x501” template and may be shown for up to two weeks. Each area/school may display up to three congratulatory posts at a time. Congratulatory signs must be approved by both the respective Dean or Vice Chancellor and the Vice Chancellor of Academic Affairs.