

## **College of Staten Island Digital Signage Policy & Guidelines**

The College of Staten Island digital signage system consists of a network of video display systems that allow departments and offices to communicate with students, employees and guests. Digital Signage allows staff to create and display an electronic message to promote programs, services and events that are available to the College community.

### **Policy**

The College of Staten Island will use digital signage to increase the effectiveness of communications to the College community. The guidelines set in this policy will help ensure that those authorized to upload content to public display monitors (digital signs) follow certain protocols. Faculty/Staff/Administrators should direct questions or concerns to Media Services/Information Technology Services.

### **Copyright and Trademark**

Postings cannot contain copyrighted or trademarked material. Authorized creators are responsible for abiding by copyright and trademark laws.

### **Procedures**

- The Digital Signage system is for the use and benefit of the College.
- Departments and offices will be assigned one account. Content Managers within the department and offices will receive training prior to receiving an account and password.
- Student and student groups or clubs wishing to submit a digital signage request must receive approval from the Office of Student Life.
- Departmental content must be approved by the Division VP/Dean prior to posting.
- Content intended for front entrance digital signage must be sent to the Office of Institutional Advancement and External Affairs.
- Messages must be broadcast for a definitive period of time and not exceed two weeks for single occurrence events.
- Public Safety and emergency messaging will get first priority on all digital signage content.
- The campus reserves the right to broadcast messaging related to campus wide events and messaging to all digital signs

### **Guidelines for Use**

- In order to maintain uniformity, all submissions must follow the template and College branding. Reference Design Services website or call Design Services at X2267 for guidance.
- Each slide should display for no more than 30 seconds.
- The transition for each slide should follow best practices.
- Slide images must be a JPG file.
- Slide images should be landscape and meet the following dimensions, 1920x1080 pixels, 16:9 (300dpi).

### **Training and Support**

For training and support please contact the Technology HelpDesk, extension HELP or [helpdesk@csi.cuny.edu](mailto:helpdesk@csi.cuny.edu).

*This policy may be revised as required.*