



DIGITAL SIGNAGE GUIDELINES

Digital signage in the College of Engineering is used as part of a greater communications and marketing initiative. Our digital signage (DS) offers information for students, faculty, staff and guests, including announcements, events, action items, and other information of importance to these audiences.

These policies and guidelines may change depending on such factors as viewer feedback, evolution or adoption of new graphic layout standards, digital signage industry mobility, and implementation of new technologies and best practices.

The digital signage provides information that will appeal to and/or benefit a wide group of viewers, but that should particularly pertain to the Nebraska Engineering community. Examples of acceptable content include:

- Emergency notices
- Public service notices (parking structure closures, natural disaster, etc.).
- Academic notices (registration and payment deadlines, class schedule changes, etc.).
- Events and activities – especially aimed at the Nebraska Engineering community.
- Scheduled maintenance affecting a significant area of campus or a large number of students.

Recognized Student Organizations (RSOs) may provide information to the college to include on the DS. This information can include recruitment notices, announcements of new clubs, and campus-wide events. Ongoing club information (e.g., monthly meeting notices) will not be accepted, as its relevance is limited primarily to club members.

To help create and enhance an inclusive and welcoming environment, the following messaging will not be accepted:

- Religious messages that are not linked to a specific event or purpose.
- Sexually suggestive, derogatory, discriminatory, deceptive, or inflammatory material.
- Fundraising advertisements or sponsorships for any initiative not directly associated with the college or the university.
- Jobs / internships postings.
- Events not associated with the college or university or that do not provide a benefit to students.
- Messages not in accordance with the university's Code of Ethics.
- References to the sale or consumption of alcohol or illegal drugs.
- Messages that benefit an individual for personal or commercial profit.
- Advertisement of commercial products or services.
- Messages that include copyrighted or trademarked works of others without their written permission.
- Political messages for candidates or local, state or federal measures and bills.

- Messages aimed at a small, exclusive audience.

Best Practices

Messages should follow best practices in design and function, including:

- Size: 1600 x 900 (landscape)
- PNG or JPG format
- Include no more than 20-30 words – less is more - advertising content rather than paragraphs.
- Focus primarily on essential information, including who, what, when, where, why and how.
- Web addresses should be short (or create a go.unl.edu URL).
- One primary image is recommended as appropriate.
- We typically run no more than 8-10 signs on a playlist, which allows for more frequent viewings per slide and better rotations.
- Slides should run for 15 seconds (by default) and no longer than 30 seconds.

Timing

Content will typically be posted as follows:

- No more than 10 days prior to the event date and will then be removed automatically after the event concludes.
- Postings not directly associated with an event may be posted for up to 14 days.
- Signs may be included in a special rotation, depending on the information and need for repetition.

Video

Video is allowed under the following conditions:

- There can be no sound, so the content must be self-explanatory or include captions/descriptions.
- There are no more than two videos playing at the same time.
- Videos should be no longer than 20-30 seconds.

Requests

Digital signage requests can be made to Matt Honke, web specialist: mhonke10@unl.edu / 472-4238

- If Matt is not available, contact Kate Morgan: kate.morgan@unl.edu
- Requests should be submitted at least two weeks in advance prior to the proposed start date.

The college, and specifically Engineering Communications, reserve the right to edit submitted material, determine what is appropriate for posting, and choose when a posting will appear in the rotation.

Access to the DS

- Those given access to add and delete content on the digital signage must be affiliated with the College of Engineering. Access is primarily limited to Engineering Communications staff.

Some content is used from Nebraska Union Digital Signage Policy and Guidelines. Updated 11-2023.