# Digital Signage Policy at the University of Glasgow

## Summary

Central Digital signage at UofG is provided via a Content Management System (CMS). Subscriber boxes and screens are purchased and owned at a local level and attached to the CMS provided and maintained by Information Services This allows content to be delivered automatically via centrally managed feeds. Support, training and advice is also provided by Information Services. Content should adhere to the guidance set out in this policy.

## Scope

All signage which subscribes to the University Content Management system.

## Editorial control

Local owners have editorial control over the content of the screens in their area and have the right to control the usage of central syndicated content as well as manage their own local content as long as it adheres to this policy.

## Content

Content is required to meet the best practice standards provided by Information Services at <https://www.gla.ac.uk/myglasgow/it/digitalsignage/submitcontent/>

## CMS Permissions

Users will be provided with an appropriate set of permissions on the CMS according to predetermined requirements.

## Purpose

The purpose of signs is to promote university or university and locally sponsored programs, events or activities.

* All messages must adhere to the University of Glasgow Regulations for the use of University ICT systems and facilities <https://www.gla.ac.uk/myglasgow/it/regulationscommitteesandpolicies/aup/codeofconduct/>
* Personal or political statements, links, or information may not be included in digital signage messages.
* Messages may not include or promote commercial activities, or advertisements from non-university organizations.
* Messages may not include use of copyrighted materials or content without permission or license.
* We reserve the right to accept or reject any materials submitted for posting, and the right to modify or edit all materials. All messages submitted are subject to space availability and appropriateness of content.
* Submissions will not be saved or archived. All files will be deleted following their use.

### Emergencies

In an emergency, the digital signage network may be placed into an override mode by Information Services that allows the same content to be shown on all screens. Examples include: - Severe weather - Evacuation - IT/phone failure – Fire. In the event of an emergency, screen owners will be contacted as soon as possible to inform them of the situation. When the emergency ends, the screens will be returned to normal.

## Upgrade cycle

The Content Management System is updated from time to time to the latest version provided by the vendor to enable new features, bug fixes and to patch security vulnerabilities. Subscriber boxes also need to be updated for the same reasons. Inevitably, the underlying hardware may no longer be able to support the latest version to enable subscription to the CMS. This may require a hardware replacement cycle to continue participation on the central CMS.

## Support

The Information Services Digital Signage team can provide

* Advice on the purchase and placement of screens and subscriber boxes
* Training on the use of signage
* Advice and setup of local requirements (Permission, layouts, schedules etc)
* General support to systems that subscribe to the central CMS
* Software updates

Hardware faults will be referred to the manufacturer and can be managed on behalf of local system owners by the IS team if required.

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