Digital Signage Guidelines

Digital signage in the College of Education and Human Sciences (CEHS) provides information for students, faculty, staff and visitors.

Examples of acceptable content include:
- Emergency notices
- Public service notices (parking structure closures, natural disaster etc.)
- Academic notices (new courses, registration and payment deadlines, class schedule changes, etc.)
- Events and activities
- Student, faculty and staff awards
- Scheduled maintenance that affects a significant area of the campus or a large number of students
- Recognized Student Organizations (RSOs) may provide information to the college such as recruitment notices, announcements of new clubs, and campus-wide events. Ongoing club information (e.g. monthly meeting notices) should be posted on the event calendar.

The following messages will not be posted:
- Religious messages not pertaining to a university-affiliated group
- Sexually suggestive, derogatory, discriminatory or inflammatory material
- Fundraising advertisements or sponsorships for any initiative not directly associated with the college or university
- Job postings
- Events held on campus that are not associated with the university
- Messages not in accordance with the university's Code of Ethics or policies, or local, state or federal law
- Personal messages
- Advertisement of commercial products or services
- Messages that include the copyrighted or trademarked works of others
- Political messages for candidates or local, state or federal measures and bills

Digital Sign Best Practices:
- Creative files should be in JPG format
- Digital signs should be treated as billboards – concise with who, what, when and where.

- Consider the number of slides in rotation for viewing. The more slides in rotation, the fewer an average fewer actually sees. Each slide should be set for 8 to 10 seconds.
- Most events should be listed in the event calendar widget. Some events may require a digital sign as well and are determined case by case.

Timing
Most signs are up 10-14 days. Signs may be rotated in and out of schedule pending number of slides in rotation.

Submissions
Requests for the information to be displayed on CEHS digital signage should be sent directly to cehssocial@unl.edu.

CEHS Buildings with Digital Signs
Several departments (EDAD, EDPS, NHS, TMFD) have digital signs and should be contacted directly as they maintain their own content. The areas that display CEHS digital signage include:
- Barkley Center
- Henzlik Hall
- Human Sciences Building
- Leverton Hall

Sign Dimensions
Currently all digital signs are horizontal/landscape and 1600x900. Size is subject to change. Guidelines will be updated, and users will be informed of any pending size changes.

These guidelines are subject to change. CEHS reserves the right to deny posting of any digital content.