

PNWU Digital Signage Guidelines

Purpose

Digital displays in several buildings on campus, managed by the PNWU Marketing and Communications Office, serve as a visual communication medium to inform students, faculty, staff, and visitors about events occurring on the campus of Pacific Northwest University.

Digital signage offers the opportunity for campus organizations and University departments to publicize events or broadcast announcements that are of student interest or student-oriented in nature. Announcements should improve engagement and accessibility to PNWU-sponsored events, lectures, workshops, exhibits and other activities. Send submissions to pnwudisplays@pnwu.edu

The purpose of these displays is twofold: To communicate important messages to our primary internal audiences (PNWU students, faculty, and staff) and to represent our public face to visitors, showcasing the college's strengths and enhancing its reputation. These guidelines help ensure that our digital signage is used effectively toward these ends.

In order to advertise on these signs your ads must fall within these guidelines:

1- Content-

- a. Subject matter should be directly and immediately relevant to the PNWU community
- b. Staff postings should support departmental strategic communication objectives
- c. Advertised activities must be sponsored or hosted by PNWU or partner institution groups
- d. Messages directed at only small target groups will not be posted
- e. Must be directed specifically at a PNWU, or partner institution audience
- f. Must be appropriate for a general audience, including visitors to campus.
- g. Strive for brevity. Concise messages are easy to read and remember! Think Headlines, not paragraphs. On average, each slide will be displayed for 15 seconds.
- h. In the event of an emergency, University Public Safety will take over all displays
- i. The digital signage platform is not intended for personal announcements
- j. The use of digital signage is subject to the requirements of legal and ethical behavior and compliance with copyright laws is mandatory
- k. To comply with University Policy all programs, services and events advertised on the University digital signage must be open to anyone in the campus community and may not discriminate on the basis of sex, gender identity, sexual orientation, race, color, religious creed, national origin, physical or mental disability, protected veteran status or any other characteristic protected by law
- l. Material may not include: audio content; messaging advocating for particular political parties, candidates or campaigns; anything violating individuals' privacy; fund-raising announcements not pre-approved by Student Affairs.

2- Timing

- a. Messages have a maximum two-week lifespan
- b. Messages are deleted the day after event
- c. Messages more than three months prior to event have a one-week maximum lifespan.
The message can be posted a maximum of two times prior to event
- d. Submission of your announcement request should come in one week prior to posting
- e. Late submissions will be accepted but timely posting can't be guaranteed

3- Acceptance

- a. It may not always be possible to include all submissions. MarComm officers will prioritize announcements and do the best they can to select submissions in relation to the University's mission, time-sensitivity of message, campus-wide scope of involvement, and interest or relevance to target audience.
- b. Having more than 8-10 announcements in rotations severely limits exposure for all ads, therefore the number of announcements on the boards may affect decisions about posting
- c. The Dean of the COM, Associate Dean of Student Affairs or the Chief Communications Officer reserve the right to refuse, edit or remove digital signage content that does not portray PNWU, its departments, services, activities, personnel or students in a positive light.
- d. Eligibility to advertise does not guarantee placement on any of the digital signs
- e. The Marketing and Communications Office reserves the right to edit submitted ads