

Digital Signage Policy & Procedure

Heidelberg University's digital signage system is a network-based video display system that allows student organizations and departments throughout campus to have an effective and environmentally friendly way to share communications with students, employees, and guests of the University about current on-campus events and campus emergency announcements. This signage system will promote campus engagement and will communicate on-campus events and campus emergency announcements to the Heidelberg community.

For the purposes of this policy, "tiles" are digital images or "slides" that contain information about upcoming on-campus events and campus emergency announcements. Tiles are cycled through our digital signage monitors to promote on campus events and campus emergency announcements.

Policy

Heidelberg University will use this digital signage system to increase the effectiveness of communications to students, faculty and staff about upcoming on-campus events and campus emergency announcements. The guidelines set in this policy will help ensure that digital signage communication to the University's students, faculty and staff is professional, clear, consistent and relevant. This policy is administered and enforced by Heidelberg University's Office of Marketing and Communication Services and the Office of Computer, Network & Information Technology (CNIT).

Hours of Operation

The hours of operation for digital signage screens coincide with facility hours of operation, which vary by building and are adjusted for holidays and summer months.

If screens are not functioning during facility hours of operation, please contact the Heidelberg University Office of Marketing and Communication Services or CNIT.

Copyright and Trademark

No copyrighted or trademarked content can be posted on digital signage unless the University has written permission from the copyright or trademark holder to use the content. Only content Heidelberg University owns and royalty-free content can be used with digital signage.

Content creators are responsible for abiding by copyright and trademark laws. If there is any doubt about copyright or trademark compliance, content creators will be asked to provide documentation or remove the content from the posting.

Content Management

Heidelberg's Office of Marketing and Communication Services and CNIT reserve the right to edit all submitted tiles as they see necessary, including instances of attempted but failed adherence to Heidelberg's brand standards, spelling errors, etc. We also reserve the right to remove a submitted tile that does not comply with this protocol.

System Management

This system is managed by Heidelberg University's Office of Marketing and Communication Services and CNIT. Authority to approve and have access to the system directly will be appointed to other University offices by the Office of Marketing and Communication or CNIT on an as-needed basis.

Messages with no corrections or edits will be approved within five business days. Messages that need corrections will have necessary edits noted, and sent back to the person who submitted the tile for review and approval.

Display Tile Approval Guidelines

Display tiles should only be made for events approved by Conferences and Events (ad astra) and those that have already been submitted to the calendar at <https://inside.heidelberg.edu/calendar>. Display tiles should only be made for fundraising or philanthropic events that have been approved by the Business Office and Office of Alumni Engagement.

All other tiles may be approved on a case-by-case basis.

Timing for Submissions

Heidelberg University will not add on-campus events to the regular rotation of signage, if those on-campus events are approved within less than a 24 hours before the advertised event. Users should submit events five days in advance, at the very least, to ensure their display is posted. It is an advised best practice, to have maximum impact, that users submit events in advance two weeks prior to the event.

Heidelberg University will generally not post tiles for events that are further out than 4 weeks, in order to ensure that tiles are impactful in their communication and do not become “part of the scenery.” It is the responsibility of the creator of the tile to ensure that tiles are approved between 4 weeks and 5 days before the event.

Tile Submission Request Process

To submit a request for a TV tile go to <https://inside.heidelberg.edu/> and select: Work Request > [Marketing Work Request](#) > Type of Project > Digital/Design > Type of digital project > TV Tile > Submit

Please fill out the form with all required and relevant information. The submission request will be reviewed and a response will be issued within 3 business days.

Continuous Announcements and Excess Tiles

Open-ended/continuous announcements will be approved on a case-by-case basis.

Only one tile per on campus event is permitted.

Question? Contact:

The Office of Marketing and Communication Services

The Office of Computer, Network & Information Technology