DIGITAL SIGNAGE POLICY

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<th>Policy number</th>
<th>TEC 1.10</th>
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<tr>
<td>Policy name</td>
<td>Digital Signage Policy (Issue One)</td>
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<tr>
<td>Applicability</td>
<td>Bond University staff and students</td>
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<tr>
<td>Policy owner</td>
<td>Director Information Technology Services</td>
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<td>Contact person</td>
<td>Director, Information Technology Services</td>
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1. OVERVIEW
The purpose of this Policy is to provide guidelines to the University staff and students responsible for displaying content onto the digital screens located within the University.

The Axis TV system, an on-campus communication system, is provided by the University to facilitate official communication for the campus community. The system uses LCD or plasma screens to display both local and core information to a particular location or group of locations. Since the system is networked, critical information can be broadcast to all screens on-campus simultaneously.

2. THE POLICY
2.1. Responsibilities

2.1.1. Access to the Axis TV System
Access to the Axis TV system is managed by Information Technology Services.

Screens are located throughout the campus. Additional locations for digital signage may be identified from time to time subject to approval by the Vice Chancellor or Vice President Operations.

2.1.2. Content Owner
Each location that houses an Axis TV screen will assign a representative to act as a Content Owner. A Content Owner may have access to the Axis TV system and is responsible for the local content that is displayed on the screen in their location and will review the content prior to posting on the system. A location can have its own approval process cycle. Each content owner is responsible for:

- local content for their location;
- regular updating of local content;
- liaising with the Content Coordinator.

All other student and staff content can be sent to the Digital Signage mailbox for clearing by the Central Content Coordination team at Information Technology Services.

2.1.3. Central Content Coordination Team
The Central Content Coordination Team has overall responsibility and is the point of contact for the Axis TV system. The Central Content Coordination Team is responsible for:

- approving content;
- scheduling of playlists for locations listed above;
- scheduling core content;
- Axis TV system support and operational issues;
- the system administration of the Axis TV system.

Information Technology Services shall serve as the clearinghouse for all content to be placed on the Axis TV system 'General Playlist' for the following locations:

- Basil Sellers Theatre Foyer;
- Street Area;
- Multimedia Learning Centre;
- Student Housing;
- Computer Lab Precinct Foyer;
- Main and Law Libraries.

2.2. Submission of Content
The submission procedures and acceptable types of content are described in the Digital Signage Content Submission Procedures (Schedule 1).

2.3. Digital Signage Support
All inquiries for information or support are also to be sent to the Digital Signage mailbox where it will be actioned by a member of the Content Coordination Team.

All Content Owners will liaise directly with the Content Coordination Team for support issues.

3. DEFINITIONS

**Content**
Multimedia information that is displayed on the screen.

**Content Server**
Functions as an independent server on the network and its role is to act as a Web server and to host the digital signage program.

**Core content**
Content that is displayed on all screens at all locations.

**Digital Signage**
This is a visual representation of multimedia content and messages displayed on a LCD or plasma screen.

**Local content**
Content that is specific to a particular location.

4. RELATED PROCEDURES, GUIDELINES AND FORMS

*Digital Signage Design Guide*
*Schedule 1: Digital Signage Content Submission Procedures*
Schedule 1: Digital Signage Content Submission Procedures

The submission procedure is:

- Faculty and administration staff and students to develop the content and send it to digitalsignage@bond.edu.au;
- A member of the Content Coordination team will check content and decide to approve, edit or decline pending content;
- If content is approved, the member of the Content Coordination team will add the content to the relevant playlist/s;
- The member of the Content Coordination team may choose to edit the pending content and then submit to the playlist;
- If the content is declined, the member of the Content Coordination team will inform the Content Owner to rework and resubmit the content.

Submission and upload to the system is on a first come first served basis and all requests must be submitted for approval one (1) week prior to the posting date. A notification email will be forwarded once the request is approved.

If there are changes to the submitted content, the Content Coordination Team must be notified by email immediately.

All requests to broadcast emergency messages must have the approval of one of the following members of staff: Vice Chancellor, Vice President Operations, Deputy Vice Chancellor (Students and Support Services), Manager, Insurance & Risk, or Security.

Acceptable Types of Content:

- Critical/Emergency announcements;
- University branded core content:
  - Content developed by Marketing to be displayed on all screen at all locations;
- Student announcements:
  - Closing dates for subject/program changes,
  - Any other academic-related announcements,
  - Student activities (e.g. Club/Societies announcements, Bond University Student Association (BUSA) election announcements, etc.);
- University activities:
  - University and Faculty events e.g. Seminars.
  - Other University planned activities;
- Faculty specific information/announcements:
  - Important dates/datelines related to the academic calendar,
  - Faculty specific marketing,
  - Faculty specific events e.g. Seminars,
  - Welcome messages for visitors;
- Staff announcements;
- Services-related information/announcements:
  - Food & Beverage information e.g. opening times, menu, etc,
  - Sports Centre information e.g. Sport clubs’ activities;
- Free-to-air TV (certain locations);
- Austar (news/music video – certain locations);
- Weather and national news/events (where applicable);
- Authorised RSS feeds as determined by the Content Coordinator.

All other types of content will require authorisation from the Content Coordinator.

The Vice Chancellor or the Vice President Operations will direct the removal of material if the content is inappropriate or likely to encourage inappropriate behaviour(s) for the image and standing of the University. As such, all content must be professional in nature and consistent with the standing of the University.

Inappropriate Types of Content

Inappropriate types of content include:

- personal messages;
- non-University activities;
- personal items for sale;
- other content deemed inappropriate as under the Staff Acceptable Use of ICT Facilities Policy.