



DIGITAL SIGNAGE PROCEDURE

Contact officer:	Director, Information Technology Services
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Approval authority:	Director, Information Technology Services
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1. PURPOSE AND OBJECTIVES

The purpose of this Policy is to ensure that any digital Content that is broadcast within the University is reliable, accurate, unified, consistent, and protects our brand and identity. This Procedure will help inform all Bond University [Digital Signage Content](#).

Bond's Digital Signage system, an on-campus communication system, is provided by the University to facilitate official communication for the campus community. The system uses digital 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. AUDIENCE AND APPLICATION

Bond University staff, students, campus visitors and the public (external facing screens)

3. ROLES AND RESPONSIBILITIES

Role	Responsibility
Vice Chancellor or Vice President Operations	Will direct the removal of material if the Content is inappropriate or likely to negatively impact the image and standing of the University. As such, all Content must be professional in nature and consistent with the standing of the University. Locations for digital signage are subject to approval by the Vice Chancellor or Vice President Operations and facilitated by Facilities Management.
Vice Chancellor, Vice President Operations, Provost, University Registrar, Manager, Insurance & Risk, or Security	All requests to broadcast emergency messages must have the approval of one of the following members of staff: Vice Chancellor, Vice President Operations, Provost, University Registrar, Manager, Insurance & Risk, or Security.
Facilities Management	Locations for digital signage are facilitated by Facilities Management.
Information Technology Services	Access to Bond's Digital Signage system is managed by Information Technology Services. Equipment purchases must be coordinated through ITS in order to maintain consistent technological and installation requirements.

4. THE PROCEDURE

4.1. Content Contributors

Each approved location has one or more representatives assigned to act as Content Contributors.

Content Contributors are responsible for the [Local Content](#) that is displayed on the screens in their location. They are responsible for ensuring the quality and accuracy of their Content before submitting it for display. A location can have its own approval process cycle.

Content Contributors are responsible for:

- Local Content for their location
- regular updating of Local Content
- liaising with the Digital Content Support Officer.

4.2. Content Coordination Team

Information Technology Services shall serve as the clearinghouse for all Content to be scheduled on the Digital Signage system.

The Digital Content Support Officer has overall responsibility and is the point of contact for the Digital Signage system and is responsible for all Content design including: design, templates, font and formats under the direction of the Brand & Creative Manager.

The Content Coordination Team is responsible for:

- approving Content
- scheduling of playlists
- scheduling Core Content
- purchase and installation of equipment and licenses for hardware and software
- Digital Signage system support and operational issues
- the system administration and support of the Digital Signage system.

4.3. Acceptable Content

Content displayed on screens is governed by University policy on acceptable use of ICT Facilities and according to privacy guidelines that are developed for Bond University. Videos produced to be shown on Digital Signage must be captioned.

Acceptable Content (in order of priority) can include:

- Urgent override messages
 - Critical/Emergency announcements
 - Campus, building, road, utility service outage updates
 - Other messages determined to be alerts or affecting public safety.
- Information
 - University branded [Core Content](#) (Content developed by Marketing to be displayed on all screens at all locations)
 - Key University dates
 - Student services information and announcements
 - Upcoming deadlines (Closing dates for subject/program changes, scholarship applications, event reservations)
 - Student orientation information
 - New course, program, or service information
 - Faculty specific dates related to the academic calendar
 - Any other academic-related announcements
 - Welcome messaging for university visitors/special guests
 - Staff announcements
 - General awareness messaging e.g., NAIDOC
 - Student activities (e.g., Club/Societies announcements, Bond University Student Association (BUSA) election announcements, etc.)
 - Services-related information/announcements
 - Food & Beverage information e.g., opening times, menu
 - Sports Centre information e.g., Sport clubs' activities
 - Free-to-air TV (certain locations)
 - Weather and national news/events (where applicable).
- Promotional
 - Upcoming events and activities
 - Awards and achievements
 - Promotion of Bond University
 - Existing digital or marketing campaigns funded by Bond University
 - New course or product offering
 - University partnerships
 - University activities
 - Faculty specific events e.g., Seminars.

All other types of Content will require authorisation from the Digital Content Support Officer.

4.4. Unacceptable Content

Inappropriate Content includes:

- Offensive, obscene, profane, or indecent Content
- Content likely to cause annoyance, inconvenience, or distress
- Discriminatory or sexually harassing material
- Content aimed at creating an intimidating or hostile environment
- Defamatory or misleading Content that infringes intellectual property rights
- Classified ads
- Personal messages i.e., person to person
- Political or religious messaging
- Non-University activities
- Non-University corporate logos
- Other Content deemed inappropriate as under the [ICT Acceptable Use Policy](#).

The Vice Chancellor or the Vice President Operations will direct the removal of material if the Content is inappropriate or likely to negatively impact the image and standing of the University. As such, all Content must be professional in nature and consistent with the standing of the University.

4.5. Submission of Content

The Content Contributors and Digital Content Support Officer are responsible for the Content that is displayed on the screen in their location and must review the Content prior to submission. Some locations will have their own internal approval workflow before final submission.

All student and staff Content can be sent via the [Submission Form](#) for clearing by the Digital Content Support Officer at Information Technology Services.

It is the Content Contributors' responsibility to submit the graphic elements that will be displayed on the message posting. These elements should have the adequate format, quality, and resolution to be part of the screen layout. These guidelines are available on the Staff Intranet [Digital Signage site](#).

The submission procedure is:

- Faculty and administration staff and students to develop the Content and send it via the [Submission Form](#)
- The Digital Content Support Officer will check Content and decide to approve, edit or decline pending Content
- If Content is approved, the Digital Content Support Officer will add the Content to the relevant playlist/s
- The Digital Content Support Officer may choose to edit the pending Content and then submit to the playlist
- If the Content is declined, the Digital Content Support Officer will inform the Content Contributor 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 at least two (2) business days prior to the desired posting date. A notification email will be forwarded once the request is approved.

If there are changes to the submitted Content, Digital Content Support Officer must be notified by email immediately.

4.6. Front Entrance digital sign

Images shown on the Front Entrance sign are subject to an approval process. Only key events and occasions suitable for a public audience are considered. Front Entrance digital signage images are designed and coordinated by the Central Marketing team, then sent to ITS for scheduling once approved.

Enquiries for images to be displayed at the Front Entrance must be sent to the Content Specialist at Central Marketing.

4.7 Digital Signage Support

All inquiries for information or support are also to be sent to the [IT Service Desk](#) where it will be assigned to the Digital Content Support Officer for actioning. Additionally, there is a FAQs link on the [Digital Signage intranet](#) page.

All Content Contributors will liaise directly with the Digital Content Support Officer for support issues.

5. DEFINITIONS, TERMS, ACRONYMS

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.
Content Contributor	A staff member or student who creates Content for the digital signage and is responsible for the quality and accuracy of Content displayed in their area.
Digital Content Support Officer	The ITS staff member responsible for scheduling, support, training, information and quality assurance of all digital signage Content.
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 an LCD or plasma screen.
Local Content	Content that is specific to a particular location.

6. RELATED DOCUMENTS

[ICT Acceptable Use Policy](#)

[Campus Management Policy](#)

[Digital Signage intranet](#)

7. MODIFICATION HISTORY

Date	Sections	Source	Details
30 May 2023			V1.2 Change to online Submission Form and processes
10 May 2022			V 1.1 Policy (TEC 1.10) converted to this Procedure
14 March 2022			V 1 Moved procedural elements to separate procedure