



OFFICIAL POLICY

3.7.4

Digital Signage Policy

11/03/2022

Policy Statement

DEFINITIONS

Digital Signage – Digital displays, such as LCD, LED, projection, e-paper, kiosks, etc., that are centrally managed and individually addressable for the display of text, images, animated or video messages for emergency communications, advertising, information, entertainment and merchandising to targeted audiences.

SECTION 1 – Digital Signage Content Policy

1. Only registered student organizations, campus governance units, academic units, campus departments/offices and College committees are permitted to display content (digital slides and digital video) on the digital signage systems.
2. The Office of University Communications and the Office of University Marketing reserve the right to address concerns or make suggestions related to digital signage content. All digital signage must adhere to the College's brand manual. If materials are found to be out of compliance with brand standards, the department or office producing the materials will be required to take corrective steps. This policy does not require approval of all display content across campus. Individual units retain discretion on what is appropriate content, provided they follow College policies and branding standards.
3. Digital signage content that promotes or condones behavior that violates College policies, code of conduct, or local, state or federal law is prohibited.

4. Dynamic content (content automatically pulled from external sources) outside of weather, stocks and time must be approved by the policy manager.
5. Advertisement of commercial products or services on the digital signage system is prohibited. Requests for exceptions should be directed to the Office of University Marketing or the Office of University Communications. This portion does not apply to the College of Charleston Athletics Department, which operates on separate internal guidance.
6. Content that violates digital signage policy or does not meet the minimum digital signage size requirements is prohibited. The policy manager will conduct periodic audits of digital signage content to ensure policy compliance.
7. Videos with spoken words must be compliant with the Americans with Disabilities Act. When displaying video content near classrooms, offices and study locations, audio should be muted and closed captioning should be used instead.
8. All digital displays on campus are considered property of the College of Charleston, and therefore all digital display content should support and reinforce university priorities, mission and goals. The Office of University Communications and the Department of Public Safety reserve the right to load high-priority slide content on all campus digital displays in support of campus policies, initiatives and emergencies, according to the following tiered system:

Tier 1: Campus Emergency — This is the highest priority tier, used only in case of emergencies. This level supersedes any existing content with emergency messaging, such as Cougar Alerts, from the College's Emergency Notification System. Emergency-related content will automatically populate on campus digital displays.

Tier 2: Campus Priority — These messages reflect changes or reinforcements in campus policies and procedures and/or strategic initiatives/campaigns determined by senior administrators to be of high importance to advancing the College's mission and goals. Many times, the content for these slides will be similar to current messaging from senior administration. Examples include public health messages and campus-wide initiatives around university pride points. These slides will be entered into each display playlist rotation by the Office of University Communications without changing other slides and will be removed when no longer relevant.

Tier 3: College Marketing and Campus Events — The lowest priority tier, these are slides used to promote events, departmental information, campus accolades and other content that may not apply to all students, faculty, staff and visitors. This content can be shared among display administrators and put up at the discretion of each digital display content administrator.

SECTION 2 – Digital Signage Equipment Policy

1. College of Charleston entities may purchase and operate their own digital signage solutions through the Division of Information Technology, but they must be compatible with the College’s digital display platforms.
2. All digital signage owned and operated by any entity on campus is subject to the same policies as defined in Section 1.
3. The Department of Public Safety and the Division of Information Technology reserve the right to require compatibility with the College’s emergency notification systems for all digital signage.

Policy Manager and Responsible Department or Office

Director of Digital Communications, Office of University Communications; Senior Director of Brand Marketing, Office of University Marketing; Division of Information Technology

Purpose/Reason for the Policy

This document defines the policy regarding digital signage at the College of Charleston. It sets forth the means for members of the campus community to utilize digital signage to post information and videos on the said infrastructure and aims to protect and preserve the aesthetic integrity and legal liability of the College of Charleston.

Departments/Offices Affected by the Policy

All campus units, offices and departments

Procedures Related to the Policy

[Procedure for Digital Signage Guidelines for Content Creation](#)

Related Policies, Documents or Forms


[Electronic Communications Usage Policy](#)

[Brand Manual](#)

Review Schedule

Revised Date: 11/03/2022	
Issue Date: 01/10/2023	Next Review: 01/10/2028

APPROVAL

By:  1.10.2023 Board of Trustees and/or President
