OVERVIEW

The key to a successful digital set-up is creating a plan for the creation and management of your content. No matter what size system you have in mind—one, two or twenty displays—effective strategy and planning is of great importance to your signage system. If your system is not designed through a careful needs analysis, it will not reach its full potential.

Some questions to ask before you begin:

- Who is your intended audience for your messaging (current students, prospective students, faculty, staff, visitors, etc.)?
- What types information do you want to communicate (e.g., course advertising, current information, instructions, directions, menus)
- How many displays will be required to communicate this messaging?
- Who will be creating and managing your content?
- Are you prepared to invest the time and money required to keep the content fresh and relevant?

CONTENT SUGGESTIONS

Content is the absolute key to successful digital signage implementations. To be truly engaging, it is important to combine strategic messaging with informative, even entertaining, content. Your content should have a distinct connection with its environment and the people who work, live, and study in those spaces. Below is a list of suggestions for content that will make your signage both attention-grabbing and memorable.

- Departmental/campus events and activities
- Announcements/news relevant to your faculty/area
- Student Services information, Staff/Faculty information
- Faculty/Research profiles
- Student photography/campus photos/photo contests
- Student work showcases (films, art, projects, etc.)
- Campus history bites
- Cool facts/figures about your area (e.g., what can you do with your degree in…)
- Social Media feeds (i.e., Twitter, Instagram)
- Room directories/Directions
- Video /dynamic content storytelling
Within units, students or other individuals can submit content to their local signage administrator for rotation in our campus-wide central content. Please note that all units are required to display university brand content in addition to emergency messaging; at this time, third-party advertising is prohibited on the entire campus network.

**NEED HELP?**
If you have any issues with the accessibility in this document or would like any clarification or additional information, please contact:

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