OVERVIEW

It is possible to display a live social media stream on the Digicaster across campus. The stream is moderated behind the scenes by someone at UVic (you, or a designate) using a web-based tool called Hootsuite Campaigns. The stream can be made to appear live, as posts can be approved and added to the stream very quickly.

POTENTIAL USES

If people are posting on Twitter or Instagram with a specific hashtag, this content can be curated and displayed on digital signage.

Examples:
- Convocation (Example)
- Conferences
- Events (Example)
- Contests
- Awareness campaigns

STEPS

Here are the steps to putting web content up on your display:

1. Contact social media coordinator to discuss your ideas and get set up with a Hootsuite campaign link. You will be provided with a url, example: http://uvic2016.hscampaigns.com/
2. Open Remote Desktop program (CoolSign) on your desktop
3. Log in with your assigned credentials
4. Open CoolSign Network Manager (skip Content Wizard entirely)
5. Log in using your assigned credentials
6. In the Content section, choose on Action in the top toolbar
7. In the drop-down selection, choose **Create Web Content...**

8. In the Content Properties box that opens up, enter the custom campaign url that you were provided by the social media coordinator. **Note:** CoolSign will not let you copy/paste the url in, so you will need to enter it manually. Please include the full address (http://", etc.)
9. Before selecting OK, choose the **General tab** in the top menu

![General tab in Content Properties](image)

10. Here is where you set all of your content criteria, the same as any other piece of content you would upload in the wizard:
   a. **Name the piece of content** using the naming convention
   b. Set your **desired duration**
   c. Set the **activation/expiration**
   d. Select **OK**

![Content Properties](image)

11. From here, the web content will appear in the CoolSign Content gallery just like any other piece of static content. You can now add the piece of content to your channel.
using regular steps for adding new content.

12. Schedule content onto your displays via channels or playlists (regular process).

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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