

Nebraska Union Digital Signage Policy and Guidelines

First and foremost, our digital signage will serve students, faculty, staff and guests who visit the Nebraska Unions. Digital Signage will guide them to available spaces and scheduled activities (events, locations, and times), people, offices, and provide them with upcoming information. The signage does not replace personal one-on-one conversations with our staff, but provide an additional option for our visitors to use.

These policies and guidelines are subject to change depending upon several factors, including visitor feedback, evolution or adoption of new graphic layout standards, digital signage industry mobility, implementation of new technologies and best practices, and other reasons that could potentially influence this medium.

1. Advertisements or solicitations are not being accepted to post on the Digital Signage network.
2. The following messages are prohibited:
 - a. Religious messages not pertaining to an RSO
 - b. Sexually suggestive, derogatory, discriminatory, or inflammatory material
 - c. Fundraising advertisements or sponsorships for any initiative not directly associated with the University of Nebraska–Lincoln
 - d. Job postings
 - e. Events held on campus that are not associated with the University of Nebraska–Lincoln
 - f. Messages not in accordance with the University of Nebraska–Lincoln’s Code of Ethics
 - g. Messages that promote or condone behavior that violates University or Nebraska Unions policies, or local, state or federal law
 - h. References to the sale or consumption of alcohol or illegal drugs
 - i. Personal messages
 - j. Advertisement of commercial products or services
 - k. Messages that include the copyrighted or trademarked works of others
 - l. Political messages for candidates or local, state or federal measures and bills (see exception below)

EXCEPTION:

When a candidate for political office comes to campus, neither the campus nor the hosting facility is taking a political position for or against a candidate. Their presence on campus is strictly educational and similar opportunities are to be offered to all candidates. Posting their event on an electronic signage board does not make the posting political.

3. Recognized Student Organizations (RSOs) access to the network will be limited to those recognized by Student Involvement. That access will only include recruitment notices, announcements of new clubs, and campus-wide events. Ongoing club information (e.g. monthly meeting notices) will not be accepted as its relevance is limited in scope to only club members.
4. Public Service Announcements are allowed on the network if the University community is directly affected by the message.
5. Display of messages is up to the discretion of the Digital Signage Coordinator.
6. The criteria to consider whether recognition can be given to a sponsoring company or individual on the Nebraska Unions Digital Signage network will depend on the relevance, amount, reason, and context of the contribution. Messages will be evaluated on a case-by-case basis by the Digital Signage Coordinator and the Nebraska Unions. When several entities are involved, only the top contributors will receive space on the network.
7. Messages **MUST** be brief and concise. The number of words to be used in each screen on average is 12. Content messages should be easy to comprehend and include only essential information such as

time, date and place of event. Viewers typically ignore messages that are challenging to interpret. For more information, include URL addresses but keep them as short as or create a go.unl.edu URL.

8. Digital signage requests should be made through the submission website at least seven (7) business days prior to the proposed start date.
9. Content is posted no more than fourteen (14) days prior to the event date and is removed automatically at midnight the day the event concludes.
10. Informal postings not directly associated with an event may be posted for up to three (3) weeks.

Announcements will be displayed in order of priority:

- Emergency information
- Nebraska Unions/Student Involvement
- RSOs
- Admissions announcements
- Conferences and public meetings

Examples of Acceptable Content

- Emergency notices
- Public service notices (parking structure closures, natural disaster etc.)
- Academic notices (registration and payment deadlines, class schedule changes, etc.)
- Special events (lectures, plays, concerts, annual addresses, etc.)
- Student, faculty, and staff awards
- Scheduled maintenance that affects a significant area of the campus or a large number of students

Digital signage requests should be made through the submission website and should be submitted at **least two (2) weeks in advance** prior to the proposed start date. To submit a request, please complete a Digital Signage Posting Request form at <http://involved-apps.unl.edu/a/DigitalSign/>

Please note that the Nebraska Unions reserves the right to edit submitted material, determine what is appropriate for posting, and choose when a posting will appear in the announcement rotation.

The Nebraska Unions will make every effort to fulfill requests but provides no guarantee that digital materials submitted will be posted and reserves the right to limit or exclude submissions.

Finally, please keep our signage clean! Posters, flyers, or notices of any kind may not be affixed to the digital signage frame.

Public Service Announcements (PSAs)

PSAs must be intended for student audiences and may not:

- Endorse a political issue or candidate
- Contain religious content
- Promote or condone behavior that violates University policies and/or values, or local, state, or federal law
- Encourage the sale or consumption of alcoholic beverages or of tobacco-related products. Announcements that do not promote these products but encourage moderation and responsible use are permissible
- Infringe on the copyrighted or trademarked works of others. Copyrighted and trademarked materials may include, but are not limited to, logos, digital images, photographs, paintings, movies, videos and written works
- Include commercial advertisements for businesses, organizations, entities or individuals not associated with the University

Content that does not fulfill these requirements will not be displayed.