

Digital signage within the Hub is a shared communication channel and content will be provided from a variety of sources, including student associations, staff and student service areas, library, marketing and operational teams, faculties and schools.

To maintain the integrity of the Digital Screen System and ensure messaging in these key areas is not diluted by other variables, the following guiding principles will be applied to their use at all times:

1. the Digital Screen System will enhance the student experience by providing the most relevant and up-to-date information,
2. the Digital Screen System will support learner and employee satisfaction and achievement and underpin the University's sense of community by communicating positive academic and social messages,
3. the Digital Screen System will allow for institutional positioning of Flinders as a fast-growing, modern and interactive University,
4. the messages displayed on digital signage will support the University's purpose, values and key priorities as outlined in its Strategic Plan and will conform to the University's brand identity and style guide (or that of the Flinders University Student Association) at all times,
5. information displayed on the screens will conform to the University's IT Acceptable Use Policy,
6. messages from external organisations require OCE approval and must be relevant to a University event, activity or initiative,
7. posts on the digital signage system will be moderated by OCE and the University reserves all rights to upload, refuse and remove messages. Material for the digital signage will be tailored by the moderator to suit the digital signage branding and specifications before being displayed on a screen,
8. the digital screens may be used as a security and emergency response mechanism via a complete system takeover to assist with evacuation / lock down. Should such a plan be enacted, all other messaging scheduled for the digital screens is, without exception, deferred,
9. the use and performance of the digital screens will be reviewed on a regular basis by OCE in consultation with Flinders Connect, FUSA and other content providers as relevant.

Style and Consistency Management

Content for the Digital Screen System is proposed by a multitude of areas from around the University. These content suggestions are to be channelled through one central point (OCE – Digital Content Manager) to ensure the guiding principles are adhered to and achieved.

OCE maintains responsibility for providing a completed product ready for upload, or else the approved text and imagery to be graphically and technically designed to suit the specifications of the relevant screens.

Hours of operation and after hours messaging

Super screen

Standard operating hours: 7am – 7pm.

Exceptions:

Events within standard operating hours that require specific curation and AV support.

Events out of standard operating hours.

Digital screens

6am-10pm.

10pm-6am – blank screen.

Interactive screens

24/7.