

## SOP: Digital Signage (Monitors) Overview

### Process

By following this procedural guide for Campus Digital Signage, we can effectively manage digital signage requests, ensure consistent and engaging content, and provide a dynamic communication tool for both internal and external audiences.

### Benefits of digital signage:

- Ease of communicating
- Extending the reach of communications
- Eye-catching displays
- Real-time updates regarding news & announcements across campus

### Procedural Guide for Digital Signage Management

#### Step 1: Content Creation

- Design your signage following [these guidelines](#).
  - We also have a [variety of templates](#) you can choose from to create your ideal signage.
- If you don't already have signage, Creative Services can create them for you!
  - Please complete the [Creative Services Request Form](#) to request signage creation.
  - We will need a few key pieces of information, such as event details, academic deadlines & campus services to include.
  - Once we have received your request, please allow 7 business days for us to get back to you with a draft of your signage.

#### Step 2: Schedule Digital Signage

- Once your content has been created, begin the digital signage scheduling process by filling out the [Intake Form](#).
  - This form will capture details such as the event name, date, time, location, and any specific content requirements.
  - This form includes an area to upload your file(s) related to the digital signage request.
  - Once we have received your intake form, please allow at **least 7 business days** for your design to go through the approval process.

#### Step 3: Final Approval & Deployment

- All submitted artwork will be reviewed to ensure appropriate messaging and that it follows University guidelines.
- A draft of your signage will be sent to your Department Head/Chair for approval. For students, your signage will be approved by Student Success prior to launching on the digital signage screens.
- Once your signage has been submitted, please allow at **least 7 business days** for your design to be added to the digital screens. **NOTE: If you do have an urgent request, please send an email to [creativeservices@palloaltou.edu](mailto:creativeservices@palloaltou.edu) marked URGENT: Digital Signage**
- Any content will be displayed at the discretion of Creative Services. We've created this collaborative [calendar view](#) for reference.

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### Comments and/or questions about your digital sign?

Contact us at: [creativeservices@palloaltou.edu](mailto:creativeservices@palloaltou.edu)