Library Policy Operating Memorandum No. 1-9

Library Digital Signage

1. **PURPOSE:** The digital signage program at the United States Military Academy Library is an informational platform aimed at communicating, in real time, what is happening at the library and at West Point in support of cadets and the academic program.

2. **RESPONSIBILITIES:**
   a. **Librarian and Associate Dean:** Coordinates and is responsible for all communications in the United States Military Academy Library, as well as is the final approval authority for content on the digital signs.
   
   b. **Library Assistant Director for Communications and Assessment:** Schedules, prepares, and publishes communication and marketing material to promote library resources, programs, and initiatives. Oversees the approval process for outside organizations requesting to post on the digital signs.
   
   c. **Associate Directors and Library Communications Team:** Advises on content, identifies initiatives and ideas for coverage.
   
   d. **Library Staff:** Assist to identify initiatives and ideas for coverage and participate in generating content.

3. **INTENDED USAGE:**
   a. Improve engagement and awareness for library-sponsored events, resources, and services. Other appropriate uses include:
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(1) Signs in support of events held in the Library (such as conferences or lectures).

(2) Signs in support of events sponsored or hosted by other organizations who reside in the Library (ie. FLICR, CEP, or the Mounger Writing Center).

(3) Other signs that support an announcement, event, or activity that is non-commercial, open to the public, and/or directly related to an academic department or student organization.

b. The primary audience for the digital signage is:

(1) Current cadets, faculty, and staff

(2) All visitors to the Library

c. Locations and uses:

(1) Entryways: Digital signage inside the West, South, and East entryways will be used to display operating hours and closures (such as for parades).

(2) 1st and 2nd floors by Front Desk and Help Desk, inside elevators: Digital signage will be used for announcements, scheduled events and room reservations, flyers, and marketing of library resources.

(3) Vertical signs outside each elevator (1st – 5th floors): These signs will be used for wayfinding, announcements, event flyers, and marketing of library resources.

(4) Haig Room: The sign in the Haig Room may be used in support of events being held in the Haig Room during the duration of the setup and event.

4. CONTENT GUIDELINES: All content posted on the digital signage will conform to professional standards and all relevant federal government, Department of Defense, and U.S. Army policies and regulations. In addition, all content will adhere to the following practices:

a. Be professional and respectful. Anything posted on an official communication channel reflects on the USMA Library, U.S. Military Academy, and U.S. Army.

b. Be appropriate and authorized for public release. The following restrictions apply to all content published on the digital signage:

(1) Content must not be classified, sensitive, or FOUO information.

(2) Content must not be defaming, harassing, intimidating, threatening or promote discrimination against any other person or entity.

(3) Content must comply with copyright law and restrictions, and must not be obscene or legally-objectionable.
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(4) Content must not be commercial or political in nature.

(5) Content must not be designed to solicit gifts.

c. The Library retains the right to review, approve, and deny the content submitted for display.

5. **SUBMISSION OF CONTENT:** Submission of digital signage content should be made digitally and follow the guidelines below. Please email content to heather.seminelli@usma.edu with the dates you want the information posted on the digital signage.

   a. Timeline: Please submit your digital signage request three or more days prior to the desired start date. The USMA Library may not be able to meet digital signage requests on short notice.

   b. Format: The preferred format for content is an editable PowerPoint. Other acceptable formats include PDF, PSD, JPG, TIFF, GIF, and PNG if they meet the size requirements in paragraph 5.c. Colors should be RBG.

   c. Size of digital content: Sign templates are available on the library website. The USMA Library reserves the right to adjust signs that do not fit in the templated space allowed.

      (1) Haig Room: Digital signage should be 1920 pixels by 1080 pixels.

      (2) Vertical Signs outside elevators: Digital signage should be 910 pixels by 1620 pixels.

      (3) Horizontal Signs in elevators and by Front Desk and Help Desk: Digital signage should be 960 pixels by 1280 pixels.

      (4) Entryway Signs: Digital signage should be 960 pixels by 1280 pixels.

   d. Display Period: To ensure that information remains current, signs should rotate or be refreshed visually and not be displayed for long periods of time. Generally, any sign that is displayed for more than a week should be refreshed in some way periodically to maintain interest.

      (1) A sign promoting a singular event will be posted for up to 10 days prior to the event.

      (2) Signs promoting longer events, such as exhibits hosted in the library, may be posted for the duration of the event. The displayed sign should be updated throughout the period of the display.

      (3) If a sign is promoting an ongoing series of events, such as a series of classes, the details should be refreshed to maintain currency, specificity, and relevance.

   e. Design Guidelines:
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(1) Contrast & Legibility: Good contrast improve legibility. For example, dark backgrounds should utilize light foreground colors. Use a large type size (18-20 or larger) and a simple font for legibility at a distance.

(2) Amount of text: Signs are generally displayed for about 10 seconds. The words on the screen should communicate clear and concise information. The message on the sign should be designed to be read and absorbed in that timeframe.

6. **PROPOSPONENT**: The proponent for this Library Policy Operating Memorandum is the Librarian and Associate Dean, USMA, USMA Library, Office of the Dean, MADN-LIB, x3833.

7. **EXPIRATION**: This policy is enacted on 17 May 2018 and is effective until superseded or rescinded.

[Signature]

CHRISTOPHER D. BARTH
Librarian and Associate Dean, USMA