

ITEM NUMBER: 8.03
CHAPTER 8: Facility and
Equipment
Management
CODE: Policy
COMPUTER ID: FMDSP-3

Title:	Digital Signage Policy
Effective Date:	4-2013
Authorized By:	Library Director
Date of Last Revision:	3-2017

Scope and Purpose

The purpose of the Marathon County Public Library's digital signage - both inside and outside of its buildings - is to communicate library-specific messages to building visitors and passersby in a visually compelling and flexible way. The messages contained therein are designed to support and promote the library's mission of connecting people to information, ideas, and the community. Library collections, services, events and news are publicized through scrolling messages that incorporate text, graphics and animation, but not sound. The library director will retain the right to approve non-library related messages in unique situations such as a public emergency.

Responsibility

Marathon County Public Library Services and Branch Services Teams will collaborate to produce effective content displayed on digital screens inside and outside of the libraries. These teams will also collaborate to manage the technical and procedural elements of the digital signage program.