NDPCHS digital screens guidelines

Aims

The digital screens are in the foyers of the Radcliffe Primary Care and Gibson building staff area and are a supplementary communications channel, to help build a positive community for our staff and students and showcase positive news for our visitors.

The channel offers a more dynamic and sustainable alternative to posters and leaflets and is managed by the NDPCHS Communications team.

Audiences

Primary audience: staff and students.

Secondary audience: visitors from inside and outside the University.

1. **Content criteria**
   - In most cases, audiences will move through these spaces, rather than dwelling there (except at coffee breaks and lunchtimes), so all messaging and text must be succinct and easy to read.
   - Department-wide or University wide-events and initiatives that are community building for staff and students (and appropriate for general public/visitors).
   - Tone should be light.
   - Top level news stories and successes to celebrate (items from newsletter) that are community building:
     - Department wellbeing and collaboration events: coffee mornings, seminars, open meetings. Conference, better workplace group events
     - Staff and student experience initiatives: department values awareness, Pulse Survey call to action, student surveys
     - University-wide campaigns cascaded: ie: Be energy friendly, Thrive at Oxford, Safety campaign
     - News items: Athena Swan, Head of Department appointment, awards (VC awards, student awards, teaching awards) and award winners, top research news (run for two weeks only).

2. **Process**
   - Communications team to create content from newsletter items / other internal plans
   - We are not inviting submissions, but any suggestions submitted should go to Communications@phc.ox.ac.uk
   - The Communications team act as the main actioner of the content funnel to the Brightsign software. The Reception team are also trained should futher support be required. The IT team support with the technical set-up.

3. **Content**
   - Must adhere to digital accessibly and department brand guidelines.
   - Minimal text (no more than three lines of text and five words per line)

- Images to break up text
- Landscape PowerPoint dimensions
- Urls/QR codes as calls to action or for more information to keep text on screens brief (need to increase screen time for QR codes)
- Reels of approx 4-8 slides at a time
- Screens to be static for a minimum of 15 seconds (longer for QR codes), unless in a series.

Jo Gearing, January 2024