

GOVERNMENT DIGITAL SIGNAGE BEST PRACTICES

City of Evanston

4:09 PM
THURSDAY,
DECEMBER 14

Accessible Washroom
Available on 2nd Floor

BILL PAY IN PERSON

Monday-Friday from 9 a.m. to 4 p.m.
In person payments can be made at the Morgan Civic Center, located at 2100 Ridge Avenue, Evanston, IL 60201

- ▶ You may also use the 24 hour Depository Box
Located on the west side of the Civic Center, accessible from the parking lot.
- ▶ Payments made at the Depository Box after 10:30 am will be credited on the next business day.
- ▶ City Clerk Hours: 9:00am -4:00pm
(Closed on Tuesdays, by appointment only)

FORECAST: Now 50° Fri 48° Sat 45°

LET'S PLAY Irving
PARKS & RECREATION

Irving, TX, USA
57°
SUNNY

11:23 AM | MONDAY, DECEMBER 18TH

EVENTS	DATE	EVENT
JAN	26	Superhero Training Party Mustang Park 10:00 AM - 11:30 AM
FEB	9	Father-Daughter Dance Mustang Park 7:00 PM - 9:00 PM
FEB	14	Preschool Valentine's Party Mustang Park 9:30 AM - 11:00 AM
FEB		Homeschool Valentine's Social

AQUATIC FEES		
North Lake Natatorium	Resident	Non-Resident
Ages 0-3	Free	Free
Ages 4-17	\$2	\$4
Ages 18-64	\$3	\$6
Ages 65+	Free	\$2

Lifeguard Training
Certification | Life-Saving Skills | Leadership

North Lake Natatorium
5001 N. MacArthur Blvd

Jan. 2, 3, 4
8 a.m. to 6 p.m.

Must be 15 years or older
Training Cost \$125
Scholarships Available

Feb. 9, 5 to 9 p.m.
Feb 10, 11
8 a.m. to 6 p.m.

Employment Opportunities Available
March 13, 14, 15
8 a.m. to 6 p.m.

Register at CityofIrving.org/IrvingRec

LET'S PLAY Irving
PARKS & RECREATION | CityofIrving.org/Parks

CITYOFIRVING.ORG/PLAYIRVING

10:25 AM
MONDAY,
DECEMBER 18

Click to view Sports Schedules and more!

DEC 21	Youngsters on the Move MAC Gym 9:00 AM - 11:00 AM Free Open Gym for Babies - 5 Year olds
JAN 4	Youngsters on the Move MAC Gym 9:00 AM - 11:00 AM Free Open Gym for Babies - 5 Year olds
JAN 11	Youngsters on the Move MAC Gym 9:00 AM - 11:00 AM Free Open Gym for Babies - 5 Year olds
JAN 18	Youngsters on the Move MAC Gym 9:00 AM - 11:00 AM Free Open Gym for Babies - 5 Year olds
JAN 25	Youngsters on the Move MAC Gym 9:00 AM - 11:00 AM Free Open Gym for Babies - 5 Year olds

BUILDING A HEALTHY, HAPPY COMMUNITY THROUGH PEOPLE, PARKS, PROGRAMS AND PARTNERSHIPS.

TRPR.ORG



INTRODUCTION



Digital signage is a powerful communication tool for government agencies to share real-time, visually engaging information and enhance community engagement, transparency, and accessibility. This guide provides essential knowledge and best practices for leveraging digital signage effectively within government entities.

CITY OF LAS VEGAS NEVADA

2:17 PM ☀️ **60°**
THURSDAY, DECEMBER 14

UPCOMING EVENTS

DEC 16	CELEBRATION OF LIFE Multipurpose Room 2/Ballroom 12:00 PM - 5:00 PM
DEC 16	BALLET REHEARSAL Gym North 3:00 PM - 5:00 PM
DEC 18	WINTER BREAK CAMP WEEK 01 WINTER BREAK CAMP WEEK 01 - WINTER CAMP Multipurpose Room 3/Adaptive 7:00 AM - 6:00 PM

SIGN UP FOR OUR NEWSLETTERS

#DiscoverLV | 702.229.PLAY | [f](#) [@](#) [v](#) [m](#)
Find it all at LasVegasNevada.gov/Discover

lasvegasgp.com

CLARITY IN MESSAGING



IMPORTANCE

Clarity in messaging fosters transparency, accountability, and public understanding. It builds trust, facilitates policy implementation, and manages crises by providing accurate information, enhancing effective governance, and improving the government's image.



BEST PRACTICE

Clear messaging is paramount when utilizing government digital signage to effectively communicate with the public. The key to success lies in using content creation tools to craft concise and easily understandable content that conveys important information without overwhelming the viewer. REACH offers users the ability to create zones that are customizable for their apps, enabling them to efficiently scale and prioritize important content.

ACCESSIBILITY & INCLUSIVITY



IMPORTANCE

Accessibility ensures that digital signage content can be understood and interacted with by all individuals, regardless of their abilities or disabilities.



BEST PRACTICE

Adopting a universal design approach involves making content easily perceivable, operable, and understandable for individuals of diverse abilities. Prioritizing features such as legible font sizes, high color contrast, and clear visuals aids those with visual impairments. Providing audio descriptions or alternative text for multimedia content ensures comprehension for individuals with hearing impairments or vision loss. Furthermore, incorporating multiple language options broadens the accessibility spectrum for culturally diverse populations.

REGULAR CONTENT UPDATES



IMPORTANCE

Regularly updating content is crucial to keeping information relevant, accurate, and engaging for the audience.



BEST PRACTICE

Develop a content calendar that outlines the schedule for alerts or announcements, taking into account the importance of timely information. Content management systems are designed to make updating your digital signage an easier and more efficient process. For example, REACH offers features like automatic activation and deactivation of streaming content, recurring calendar events, and automatic news feed updates. In addition to announcements, feature dynamic content such as community events, success stories, or emergency alerts.

SECURE & RELIABLE INFRASTRUCTURE



IMPORTANCE

A secure and reliable infrastructure ensures the integrity of digital signage operations, safeguarding against unauthorized access and technical failures.



BEST PRACTICE

Secure and reliable government digital signage requires robust cybersecurity measures such as encryption protocols and secure data transmission, stable hardware and network systems, and regular maintenance and monitoring. With REACH, you can control access and roles for user groups, content permission settings, play sharing, and access levels for layout zones and applications to help fortify the resilience of government digital signage. Such infrastructure inspires citizen confidence and ensures reliable government digital signage operations.



reachmedianetwork.com

In summary, achieving excellence in government digital signage involves meticulous attention to clarity in messaging, inclusivity in design, regularity in content updates, and the establishment of a secure and reliable infrastructure. These practices collectively contribute to an effective and trustworthy communication channel that serves the diverse needs of the community.

Interested in using digital signage for your government organization? [Click here](#) to meet with one of our digital signage experts and discover the best solution for you.

WEBSITE

reachmedianetwork.com

PHONE NUMBER

952-944-7727

EMAIL

marketing@reachmedianetwork.com

