

Digital Signage - Best Practices



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Digital signage plays an important role in a holistic [internal communications](#) strategy, as it has the ability to reach a [wide audience](#) at a time when they're not concentrating on their jobs.

To get the most out of digital signage, follow these [best practices](#):

✓ Tailor frequency according to location.

[Messages](#) should [rotate every few seconds](#) in a lift, but perhaps change only once a day in the foyer. Assess how long people will be spending in a location, and how much you want them to see.

✓ Target messages to ensure relevance.

There will be some messages that should be communicated everywhere, from the foyer in head office to field depots. Most messages, however, should be targeted according to [staff group and location](#). For example, the call centre is likely to get very different messages, as is the floor of IT staff.

✓ Do Not Use Repetitive Content.

This is one of the most important attributes of using digital signage. If your employees see the same content every time on your screen may irritate them, affecting your internal communication process. [Create a playlist of content](#) to run on screen and change them frequently so that your [employees receive important information](#) whenever they gaze on the screen.

✓ Make Sure It Do Not Distract Employees.

Another critical factor to consider is that the information you display on the screen [shouldn't distract your employees](#). It will be hazardous for your organization, which destroys the internal communication process and hampers the productivity of your employees. Ensure the content you display is in a [subtle tone](#) and should be [informative, valuable](#), and foremost ease your organization's [internal communication process](#).

✓ Do Not Keep Your Screen Empty.

If you want to make it a habit for your employees to check digital signage screens to get important information shared by organizations, make sure to use digital signages to display notices or information regularly. Your screen should also not look bland, use [themes](#) or [beautiful graphics](#) to make your [digital screen look attractive](#).

✓ Use humour!

Experience has shown that messages conveyed with an [engaging personality](#) and [sense of humour](#) have the [highest recall and impact](#). [Digital signage](#) is a [highly visual medium](#), so [don't be afraid to have a bit of fun!](#)