Best Practice Guide for Workplace Digital Signage

Benefits of Workplace Digital Signage

Workplace digital signage engages employees and visitors by displaying a wide range of content and creating a modern experience in conference rooms, lobbies, briefing centers, hallways, elevator banks, cafes, and other open spaces. It can reinforce your brand and corporate culture, educate employees and visitors, and provide information about events. With digital signage you can display interactive content like live metrics, social media feeds, videos, daily trivia, and local weather. You can also broadcast webinars or company-wide meetings to open office spaces making it easy for employees in different offices to attend virtually.

The Rise of Internal Marketing – Today's businesses understand the importance of engaging employees and creating happiness. With digital signage, businesses can market their company, brand, products, goals, policies, beliefs, messaging, and more from within to their employees. Think of it as marketing from the inside out, with employees being treated as the company's internal consumers of your organizational culture. Internal marketing is a powerful tool for growth and has the potential to turn employees into brand ambassadors for your company. When you're constantly marketing your company to employees internally, they will want to spread the word externally. It has far-reaching benefits that will help with employee retention, recruiting, and your overall marketing and sales efforts.

The Modern Workplace - Offices look nothing like they did twenty or even ten years ago in terms of layout, aesthetics, and functionality. Many workplaces have embraced the open office layout, where walls are literally knocked down to foster collaboration and a more horizontal company culture. Office design

zoom

has become more architecturally unique, colorful, branded, and clean. Startups in particular are creating fun and edgy workplaces by including more huddle spaces, biophilic designs, ping pong tables, gyms, cafes, stylish furniture, and extravagant lounge areas. Digital displays adds a modern look and feel throughout the workplace. Using digital signage in huddle spaces, conference rooms and lounge areas brings a unified look across your workplace and removes the need for messy posters and papers. Your employees will be connected to each other through internal communications, and to the outside world through live content such as social media, news, and weather feeds. And anyone who visits your office will remember it as being tech-savvy, contemporary, and cutting-edge.
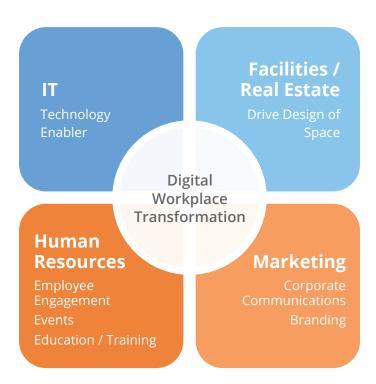
Sample Use Cases

Here are some of the many possible uses for digital signage at your company:

- Upcoming events bulletin board
- Sales goals success tracking
- Support call stats and wait times
- Lobby signage and wayfinding
- Live broadcast company-wide meetings from Zoom
- Branding
- Display current events, photos, local news, and weather
- Inform employees, guests, and students about upcoming events, assemblies, and awards ceremonies
- Deliver emergency alerts and public safety information
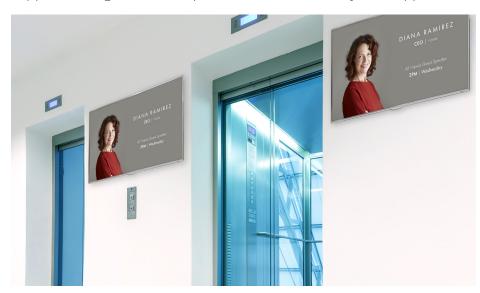
Building Your "A" Team

CIOs are most often the leader of digital workplace initiatives and are well positioned to include Facilities, HR, and Marketing to address digital signage opportunities. Successful deployments frequently include all of these stakeholders to ensure consistency in deployment and usage throughout the enterprise organization.

Facilities Management and Real Estate will need to be involved in digital workplace governance and planning initiatives. IT often partners with FM/RE on hardware and furniture selection, as well as connectivity and deployment of conference rooms, scheduling displays, and digital signage. While IT generally deploy the solution and manage network integration, FM/RE are usually responsible for picking the quantity of displays and locations.

IT
Technology Enabler

Facilities / Real Estate
Drive Design of Space

Digital Workplace Transformation

Human Resources
Employee Engagement
Events
Education / Training

Marketing
Corporate Communications
Branding

Marketing will likely drive much of the content displayed throughout your offices. Marketing will decide on branding elements (images, fonts, colors, layouts) and internal marketing content such as product information, upcoming events, social media feeds, and awards. HR will likewise have content they will want in rotation such as open enrollment dates, training events, blood drives, and employee happy hours.

IT will be looking for solutions that are affordable, easy to deploy, manage, and scale. It's important that they can assign displays to different team leads for different areas (the receptionist for the lobby, the sales or support manager for their spaces, etc.) and that they have approved content and guidelines.

High-growth companies are reimagining the workplace and embracing new immersive technologies that contribute to more engaging employee experiences. The modern office supports digital communication throughout the employee's day across desktops, mobile devices, conference rooms and workplace digital signage. Leaders in IT, RE/FM, HR, and Marketing must align in working towards a shared business outcome.

Best Practices for Content

The first step to success with this initiative is to decide where you want your displays. Understand the traffic flows and what you hope to achieve with each display. You will need to make sure the content is relevant to people in or around the environment, and you will want to decide who will manage the content for different locations.

Create templates, making it easy to modify content

- Create harmony and brand consistency throughout the overall design with color and fonts.

- Keep your logo and other important features on the screen at all times for consistency. Having your content contained within a branded layout will also help avoid the feeling of over-stimulation.

- When choosing a font, make sure it's legible. Sans-serif fonts are easy to read; good choices are Ariel or Helvetica. Avoid mixing more than 2 or 3 fonts within your messaging.

- The size of the font you choose should be easily readable by your audience from a certain distance. A good rule of thumb is to use 40pt font for headers, and at least 24pt for main text. When you preview your designs stand back at least 6 feet from the monitor.

- Pick a consistent palette of colors and stick with it. Graphics should be created in RGB color mode.

- Pick quality images for your displays and apply some artistic creativity to capture your audience's attention, but keep in mind your company's brand guidelines.

- Displays for digital signage are almost always in widescreen format, or 16:9 aspect ratio. This translates to an image resolution of 1920x1080.

Timing is everything

- Have your most important message on a slower speed, and leave enough time for people to remember the item.

- It's best to convey a short messages that can be read between 8-10 seconds (rarely should a message be 20+ seconds.) If it takes longer than 7 seconds to read the message, consider revising it or splitting it up over different slides.

- With each message at around 7 seconds each, the content can loop roughly once per minute, which increases exposure.

- Read your message forward and backward. (Reading the message backward gives you an idea of how long it will take someone seeing it for the first time to read it in its entirety.) Give people enough time to read the text.

Traffic flow and sign positioning

- Make sure the message is relevant to the audience and customize your content based on location, building, and floor.

- Think about if the screen in a seating area or hallway. Do you have a "captive" or "moving" audience? What is the typical amount of time a viewer can see the display?

- If this is in a high traffic area with lots of foot traffic, the duration will most likely be less, perhaps 5 seconds only.

- Messages displayed in areas with a 'captive' audience such as waiting rooms, lobbies, in front of elevators, can be displayed longer, or have more complex elements (i.e. animations, longer descriptions).

- Be cautious with what is an internal communication that is acceptable for external and what is strictly internal.

Other helpful tips

- Keep the content simple and keep the number of words per slide to a minimum. Break up long messages into multiple slides. Avoid adding non-essential slides (be brutal about this).

- The average rule is that a viewer needs to see the message 7 times before internalizing it, so have more repetition and shorter durations. Too many slides in the loop can dilute the messages that are actually important.

- Keep things up to date. Nothing zones people out more than seeing content that is no longer relevant. And change the design and background every 6-12 months, giving your signage a completely new look and feel.

- Campaigns that change quarterly or bi-annually make great use of digital displays.

Solution Spotlight: Zoom Rooms Digital Signage

Zoom Video Communications has disrupted the online meeting market with reliable, high-quality video connecting people on desktops, mobile devices, and in conference rooms.

Zoom Rooms bring flawless video conferencing, clear audio, and one-touch wireless screen sharing to your conference rooms, huddle rooms, executive offices, and training rooms with off-the-shelf hardware. Integrated with your calendar system, it's just one click to start or join a meeting. This same software-based system includes scheduling display functionality, allowing people to see room availability and book a meeting for any available time that day on an iPad placed outside of the room. Likewise, Zoom Room's digital signage feature engages employees by displaying a wide range of content including images and websites throughout your organization's conference rooms and open spaces; it can also broadcast any Zoom video meeting or webinar to any display.

Zoom Rooms' online admin controls is a single place that addresses video conferencing room solutions, scheduling displays, and digital signage. It's easy to setup and manage Zoom Rooms digital signage a with simple interface to add urls, or images with drag and drop, and set variable rotation times. You can manage displays by groups for offices, floors, and other spaces, creating location-based content to localize and pinpoint your messages. You can also grant a user permission to manage content on devices.

With the purchase of a **single** Zoom Room subscription ($49.99/month), you can deploy digital signage throughout your **entire** organization at no additional cost. Our professional services team is here to help you with hardware selections and deployment.