Departmental Digital Signage Role Definitions

Signage Manager-
The primary departmental contact relating to administrative matters. The Signage Manager maintains departmental accesses (adds or removes Approvers/Publishers/Creators), and is responsible for content displayed on the sign(s). In addition, the Signage Manager maintains content compliance with CTS and University guidelines regarding digital signage.

The person selected for this role may or may not be the same contact as the installation portion of the project. It is recommended the Signage Manager be assigned Approver access to the system; however, is not required.

Signage Support-
The primary departmental contact regarding technical issues. Signage Support is who CTS-IT would typically contact (on occasion) to aid in troubleshooting and/or resolve technical issues.

It is recommended that Signage Support have at minimum Publisher access to the system. Some departments choose to assign this role to their IT/tech person if they will be working at all with the signage system.

Content Approver-
This role allows a person to not only create content, but approve content as well. Because they have the ability to approve, their content is automatically ‘auto-authorized’. In addition, the Approver receives notification emails from the signage server informing them of new content generated by Creators.

Approvers have the ability to edit any bulletins (created by anyone) in any zone to which they have access. They may also add, edit, or delete the communal media (templates, backgrounds, pictures, videos, etc) assigned to each respective zone; in addition to their personal media.

It is recommended to have a minimum of one Approver per department, but two are recommended (primary and alternate).

Approvers have the ability to add/ remove email addresses from the list regarding email notifications.

Content Creator-
This person may only create content. Before being published, the content must first be approved. After approval, the creator may edit the content, but changes will not be published until the approval process has been completed.

Creators may only make changes to their personal media, and cannot make changes to the communal media.

Creators also cannot edit content created by other people.

Please Note: A Signage Manager can also serve as Signage Support, and an Approver simultaneously. A Creator is limited to the one role.