

5 Content Ideas For Your Government Office's Digital Signage

In an increasingly digital world, more and more government offices like yours are turning to digital signage to reach people. Here are a few content ideas to help you keep your constituents informed and engaged.

1. Self-service "info desks."

What percentage of your front desk employees' days are taken up by basic questions like where to find a specific office? Help people get the information they need faster and free your employees up to focus on the finer points of their job with a self-service info desk. You can use Kiosk to create a touchscreen interface that lets people find the information they need quickly, easily, and intuitively--all without needing the help of public employees.

2. Educational signage.

Every place has its own unique story. Help inspire pride among the residents of your jurisdiction by teaching them about its past, present, and future. You can use Presenter to create slide-based educational presentations that display historical anecdotes, current facts and figures, and future development plans. Bring it all to life with HD photos, videos, and even audio.

3. City or town calendars.

Gatherings and events are the key to creating a tight-knit, positive community. Make sure people know about all the goings on in your jurisdiction by displaying a big, bright calendar on your digital signage. Raydiant lets you sync your digital signage calendar with your Google Calendar, updating the display instantly when you add an event or make changes.

4. News and updates.

Keeping the public informed helps keep them engaged. Raydiant can help you turn your digital screens into valuable portals for news and information. With Multizone, you can display a custom news feed alongside weather, stock tickers, and even video to display important up-to-the-minute information.

5. Advanced wayfinders.

Most government buildings have a lot going on inside and that can be confusing for visitors. Help people get where they're going, get what they need, and get on with their day with high-visibility wayfinding signage. Raydiant gives you access to tens of thousands of professionally-designed templates that let you create impactful signage in just minutes. Make any changes or updates you need to from our remote, cloud-based platform from anywhere with an internet connection, anytime you need to.

