

5 Content Ideas For Your University's Digital Signage



If you're already using digital signage at your college or university to help you reach students, staff, and faculty, you know just how engaging it can be. However, sometimes it can be difficult to figure out just what content to make, so we've made a list of a few tried-and-true content suggestions to help you get the most out of your digital signage.

1. Attention-grabbing event announcements.

College campuses are brimming with activity. With so much going on, it can be easy to miss some things. Fortunately, Raydiant offers an easy-to-use remote platform that lets you create powerful, attention-getting signage to use anywhere on campus. Simply log on to our cloud-based platform from anywhere with an internet connection and you can create, modify, and deploy impactful signage any time you want.

2. Next-level directories and wayfinding.

Getting lost on campus is a right of passage for newcomers, but after that, it just becomes a hassle. Help students, faculty, and staff get where they're going in a hurry with advanced directories and wayfinders on your digital signage. With Raydiant, you'll have access to over 150,000 professionally-designed templates that let you create high-visibility signage in just a few minutes.

3. Revenue-generating ad space.

In these current times, who couldn't use a little extra revenue? College campuses are a valuable place for advertisers to reach people. With Raydiant, you can use our Presenter app to create ad carousel slide presentations to display in high traffic areas. Add as many advertisements as you'd like with our simple drag-and-drop interface.

4. Campus or department calendars.

Help students, faculty, and staff keep track of all the goings-on around your university. With Calendar for Raydiant, you can sync up your current Google Calendar to display it big, bright, and beautiful on your digital screens. You can make updates right in Google Calendar and they'll automatically and instantly sync to your displays.

5. Community boards.

What makes your university truly special is your community. Celebrate the people who make your university the place that is with vibrant community boards. Use HD photos and videos to show off the beauty of your campus and smiling, happy people. Let students post digital flyers for their next gig or advertise a meeting of the newest on-campus club. Promote the kind of content that makes your campus whole.

