

School Digital Signage Planning Checklist

From purpose to a supportable district channel

Plan each screen around an audience, an owner, and a useful outcome before selecting equipment or software.

1. Purpose and audience

- ☐ Record the primary audience, dwell time, message purpose, and desired action for each location.
- ☐ Prioritize front office, hallway, cafeteria, commons, classroom, athletics, and district-office needs.
- ☐ Define the accessible alternative for QR codes, video, and time-sensitive information.

2. Hardware and location

- ☐ Record display, player, operating system, browser, power, mount, network, and support owner.
- ☐ Test compatible existing equipment against the same acceptance criteria as new hardware.
- ☐ Confirm viewing distance, brightness, orientation, ventilation, cable security, and accessible paths.
- ☐ Standardize naming, asset identity, remote support, warranty, and replacement assumptions.

3. Content operations

- ☐ Name district and building content owners, approvers, and contributors.
- ☐ Create a small template set for announcements, menus, events, recognition, and urgent notices.
- ☐ Assign start dates, expiration dates, and fallback content.
- ☐ Use large type, strong contrast, plain language, captions, and one clear action.

4. Alerts and governance

- ☐ Define who can initiate an alert and which locations each role may select.
- ☐ Approve templates, confirmation steps, activity records, and return-to-normal behavior.
- ☐ Exercise the workflow with staff and retain the results.
- ☐ Keep digital signage inside the larger emergency communication plan.

5. Lifecycle budget

- ☐ Compare software, displays, players, mounts, cabling, installation, training, content labor, support, and replacement.
- ☐ Model three-to-five-year cost and district growth.
- ☐ Require a pilot, acceptance checklist, support path, and rollback plan before expansion.