



State of Connecticut  
Department of Information Technology

Guidance Document

Digital Signage Transition

**Date Issued:** November 1, 2010

The Department of Information Technology (DOIT) has created this guidance document to assist Executive Branch agencies in planning and executing changes in digital signage during an Administration changeover.

“Digital signage” refers to a file on a State or State-sponsored web page or application in a location or manner reserved, designated and/or appropriate only for the State’s current Governor or Lt. Governor.

**In-Scope Digital Signage**

Examples of digital signage include:

- Executive Image Files (official photos) (i.e. jpeg, GIF)
- Audio, Video, or other multi-media files featuring a message from the Governor
- Online greetings, letters or auto-replies (text or video).

Digital signage may be located in a number of areas sponsored by the State, such as:

- Online applications (agency or vendor maintained)
- Official agency websites (ct.gov, state.ct.us, other )
- Official agency social media sites
- Program-specific or interagency websites (ct.gov, state.ct.us, other)
- Special purpose sites associated with an agency program or public awareness campaign, including related social media sites.

**Agency Responsibilities**

Executive branch agencies are responsible for engaging in appropriate advance planning to ensure a timely and efficient transition of digital signage in locations reserved, designated and/or appropriate only for the State’s current Governor or Lt. Governor.

A sample spreadsheet is available online at [www.ct.gov/doit](http://www.ct.gov/doit) for agency use.

It is recommended that agencies

- (1) Identify and document the location and type of digital signage that identifies the current Governor and Lt. Governor in a location or manner reserved, designated and/or appropriate only for the State's current Governor or Lt. Governor.
- (2) Determine actions necessary to accommodate the changeover in administration.  
  
Such actions will generally fall into one of three categories:
  - Suspend (remove, until replacement is available/authorized)
  - Replace (with new, or interim image, if available/authorized)
  - Remove (remove, do not replace)
- (3) Secure and document approval from the agency head or other appropriate agency officials for course of action, and the timing of such action.
- (4) Assign responsibility for executing changes to the appropriate party, such as but not limited to any of the following:
  - Agency webmaster
  - Agency communications staff
  - Agency business staff/content administrator
  - Information technology staff
  - Vendor
  - Other
- (5) Confirm and document changes as they occur.

Agencies are encouraged to begin planning to ensure all in-scope signage is accounted for, and appropriately transitioned.

Thank you in advance for your cooperation.