

Digital promotional displays in Council integrated facilities

Council uses digital display screens to promote bookable space, services and programs to visitors to its integrated facilities. Community organisations who deliver services and programs from Council's facilities can request inclusion in these display slides. This document provides direction on requesting inclusion of your service or program on the promotional display. All requests are to be submitted quarterly.

Content we will accept	<ul style="list-style-type: none"> Promotion of programs and services that are held within the centre and support community wellbeing Human-interest photos of children and families that also promote past, current or future programs and services at the centres (following child consent guidelines) Wayfinding directions to help centre users navigate centre <p>Example: Irabina's free information session to the community</p>
Content not accepted	<ul style="list-style-type: none"> Private or commercial events or services Programs or events that do not focus on community wellbeing <p>Example: Advertisements for local businesses</p>
Banner text	<ul style="list-style-type: none"> Weather/UV ratings/bushfire warnings
Submissions	<ul style="list-style-type: none"> Submissions need to be requested quarterly Heading – short and clear (max 30 characters) Slide information – focus on 1–2 key messages (max 120 characters) 'More information' – include a website friendly URL such as www.example.com/my program or 'Search Facebook for Example Page' High-quality promotional image that focuses clearly on the subject and is not too busy (e.g. use 2–3 children not a whole of class shot). Image needs to be horizontal (landscape) and more than 150kb in size. Images that are not suitable may be replaced or not used.
Branding and logos	<ul style="list-style-type: none"> Logo field will only display the Council logo for Council-submitted events. If you would like your organisation's logo displayed in the logo field, please include a high-quality logo file when submitting your form. <p>Note: Branding will be consistent and minimal to not favour one group over another.</p>
Videos	TBA
Slide timing	<ul style="list-style-type: none"> Will only be shown for 20 seconds +/- 5 seconds
Upload Process	<ol style="list-style-type: none"> Community places send quarterly request submission email Online Submission Submitted Community places review content Community Places respond with confirmation of Submission

Points to consider when planning your content

- Who is your target audience?
- Do you want the audience to take a specific action, or are you raising general awareness or providing entertainment?
- Do you want to the audience to register for an event?
- Have you got to the point quickly and captured your audience's attention?
- Is your language short, sharp, friendly and professional?
- Have you used [active voice](#) to phrase your sentences?