

DIGITAL SIGNAGE HELPS

BUILD A STRONGER COMMUNITY

Revolutionize the way your municipality and public service organizations communicate with your citizens.

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Retain Employees

Enhance the workplace environment by recognizing and celebrating employees.

Connect with Citizens

Deliver communications in real-time keeping citizens safe, informed and connected.

Engage Visitors

Craft enriched experiences that extend a warm welcome to visitors in your community.

Build stronger communities through tech

Bring fast, effective communication to the public in seconds.

The bonds that tie a community together run deep and span wide. Whether visiting local businesses, taking part in local events, supporting schools, or presenting at government meetings, active community members bring something important and valuable that has a positive impact on the community's fabric.



TRANSFORM

TRANSFORM YOUR MUNICIPALITY

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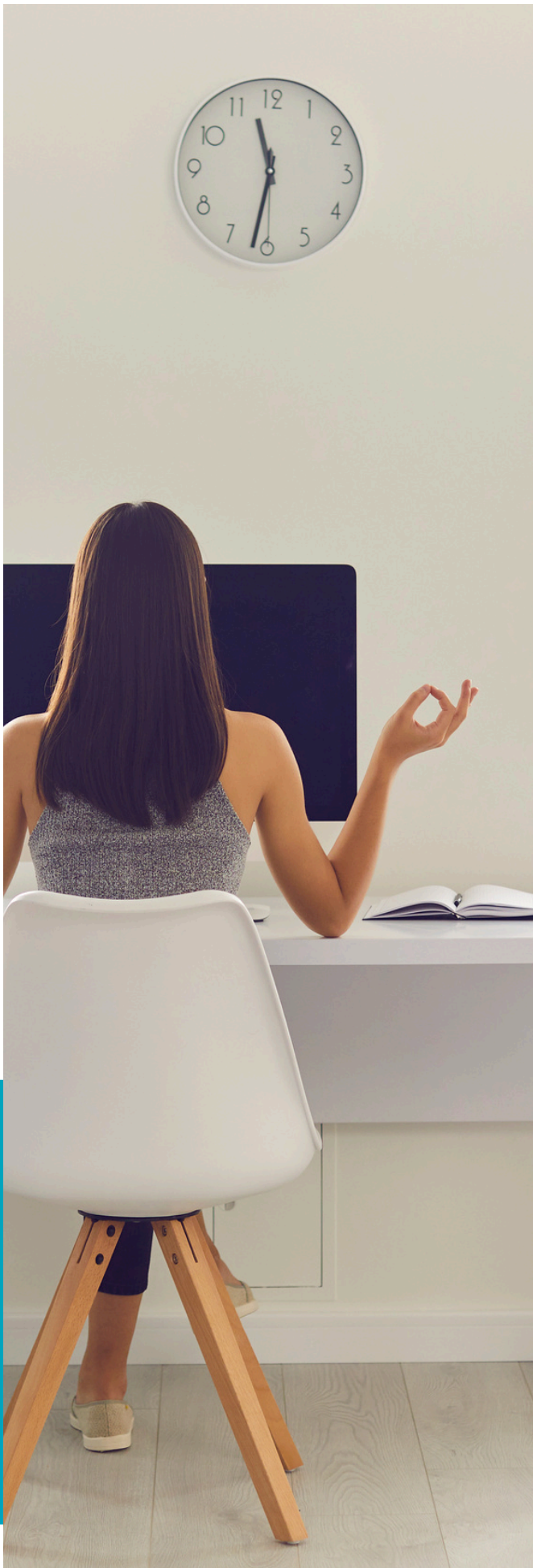
Communities are only as strong as the services they receive in return from their local municipalities and government facilities. From general communications to urgent public safety messages, communities rely on local government services to keep them informed, aware and up to date on local ordinances.

Digital signage increasingly plays an integral role in how local governments communicate with its citizens. That includes the immediate benefit of being able to reach audiences in more locations, from high-foot-traffic areas to unattended locations inside lobbies to reaching staff in your employee breakrooms.

The upfront investment in digital signage software and display technology will also produce a long-term return on investment in labor as the manual process of printing, distributing and posting print materials is eliminated. These human resources can now be reallocated to other community-minded tasks in the organization.

The well runs deep as to the reasons why local government entities should adopt digital signage, both for internal benefits and community-facing reasons. Let's first look at the internal benefits that government entities attain as their digital signage journey moves forward.





STREAMLINE

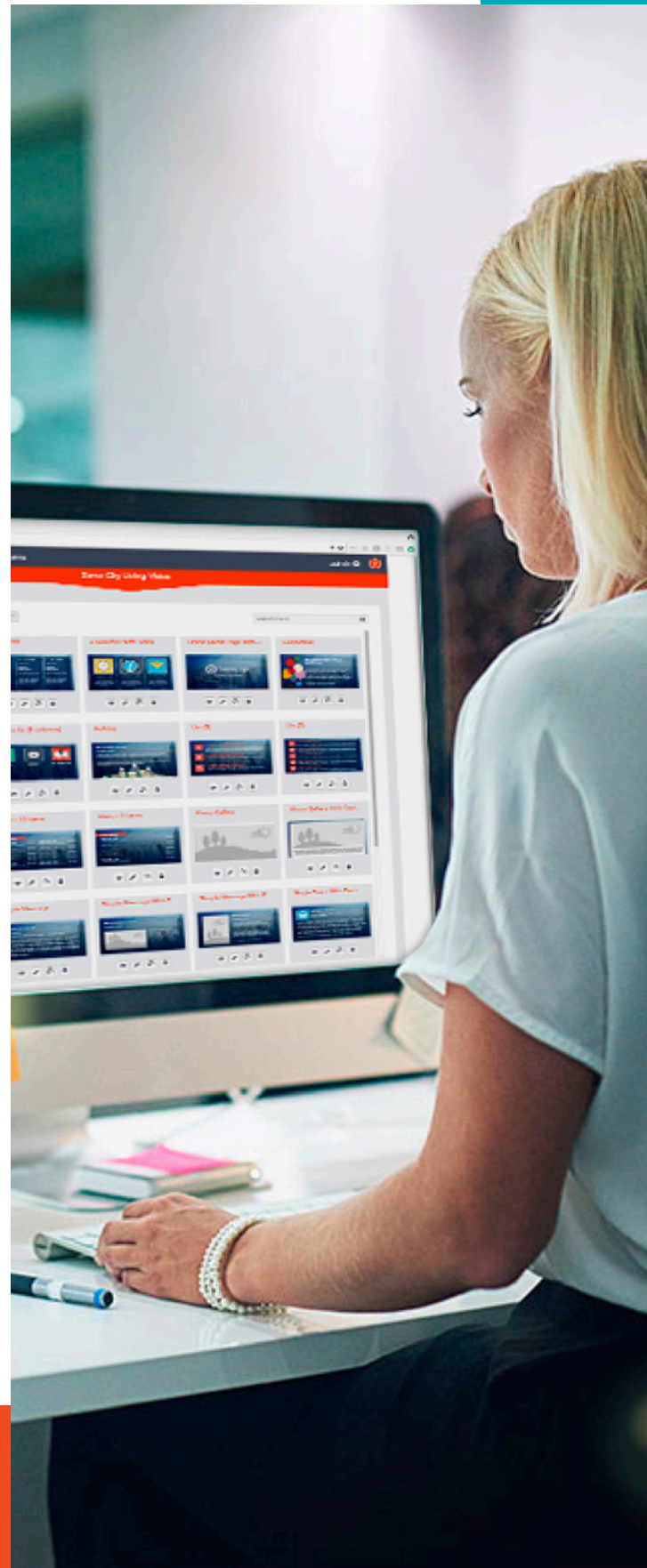
We already explored how digital signage brings both short and long-term benefits to cost reduction and labor efficiency by eliminating legacy tasks. What's more interesting are the benefits that surface upon launching your digital signage network.

STREAMLINE OPERATIONS

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Streamline Operations

Most professional digital signage solutions have transitioned to the cloud today. The cloud transition and new device management tools have revolutionized deployment speed, security, reliability, and network operation costs, while removing the expense and maintenance of traditional hardware servers. Digital signage content management vendors that offer cloud-based software also have a platform to quickly add new features and integrations, providing an innovative platform that continually delivers value.



STREAMLINE OPERATIONS

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Systems like Carousel Cloud are purpose-built to deliver a better workflow and user experience, with the flexibility to address each customer's needs. Cloud-based systems leverage lightweight, software-defined and highly scalable architecture that keeps the focus on content development and audience engagement.

The focus on content and engagement is important to both operational efficiency and employee retention. For the latter, digital signage can boost morale, reduce stress, establish connections with workers, and recognize front-lines teams for their hard work.

For operational efficiency, digital signage networks are best when centrally managed, allowing municipalities to control content access across multiple locations simultaneously, and ensure consistent messaging with less administrative complexity. By streamlining the work environment and content workflow, digital signage helps you reach the public and your employees with a tool that makes content creation easy for all to use and contribute.






SECURITY

As part of the IT infrastructure, cloud-based systems also strengthen the security of your digital signage network and content. Choosing the right digital signage software is critical, as even the most seasoned network administrators don't always understand the intricacies of deploying content management servers and media players.



Network Security



Select a vendor that has a cloud-hosted solution that can securely deploy media players to your sites. Establish communications between IT managers and your vendor of choice so the team is comfortable and confident managing and maintaining network devices. Additionally, verify that the CMS vendor is implementing end-to-end security. For example, ongoing network penetration tests and vulnerability monitoring will ensure secure operations for deployments.

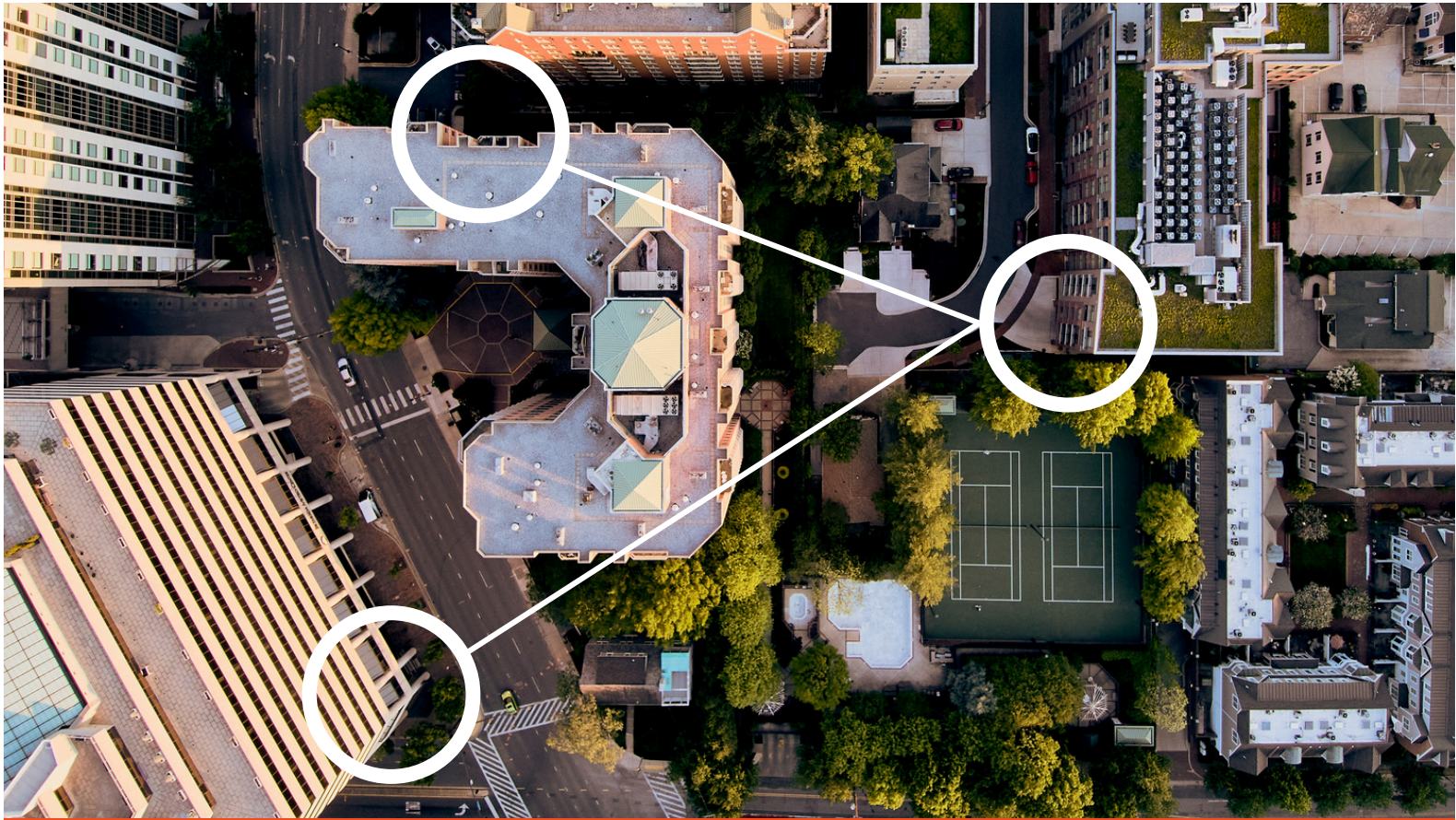
Carousel Cloud is SOC 2 type 1 and Type 2 compliant, which confirms that vendors have implemented appropriate internal controls to protect customer data delivered to digital signage end points in the cloud. SOC 2 provides a standards-based framework that is widely accepted in the IT industry, and removes the security fact-finding and operational burdens for new and existing Carousel Cloud customers.

COMMUNITY-MINDED BENEFITS

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Serve as your community's informational heartbeat.

While digital signage in government offers many internal benefits, the 'network effect' it creates offers the strongest community impact.



COMMUNITY

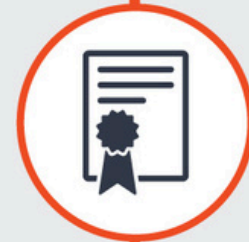
COMMUNITY-MINDED BENEFITS

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The Network Effect

Effectively informing people on a need-to-know basis stimulates engagement and establishes trust. Digital signage clearly points people where they need to go, how to apply for services, informs of when deadlines and events are near, and often why municipal policies exist. This exhibits credibility and gets everyone on the same page to cooperate for the greater good of the community.

A robust digital signage network grounded from city hall can reach everyone to establish this connective community thread, including site-specific end points at parks and recreation, police and fire stations, licensing offices, libraries and schools.



COMMUNITY-MINDED BENEFITS

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Accessibility

Reach your ENTIRE community with consistent messaging.

Digital signage can also benefit citizens quality of life through communications that help citizens feel welcome, informed and connected. That includes creating a greater sense of belonging and empowerment for all citizens through inclusivity. For diverse communities, digital signage can provide information in multiple languages, ensuring that all residents can access and understand important messages to establish a stress-free community.

Accessibility can also be established for citizens with disabilities or limited mobility, whether positioning kiosks at wheelchair-accessible locations or providing displays at appropriate sightlines for the visually impaired. Additional strategies for the visually impaired include producing templates with clear readability in mind. That includes selecting color combinations that alleviate challenges for the colorblind when absorbing text.



COMMUNITY-MINDED BENEFITS

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Self-Service

Inside larger government buildings, digital signage can extend to directories and wayfinding maps to help users navigate the floor plan and find their destinations. Self-service applications such as this create an environment where visitors feel welcomed throughout the facility, while freeing staff to help people in other ways. Taken together, digital signage can help redefine citizen engagement and public service in the digital age.



ACCURATE COMMUNICATIONS

DIGITAL SIGNAGE HELPS BUILD A STRONGER COMMUNITY

Accurate and real-time communication is crucial.

Poor communication is the root of many problems in society, and clear communication through digital signage helps government bodies establish trust in the community through the honest and transparent sharing of information in real-time.



REAL-TIME

ACCURATE COMMUNICATIONS

DIGITAL SIGNAGE HELPS BUILD A STRONGER COMMUNITY

Share real-time information

Municipalities can use their digital signage software to develop a spiderweb of consistent, accurate, real-time messaging that gets dispersed from the top down.

This is where the value of “real-time” communication comes to fruition. Digital signage helps municipalities share real-time information about events, news, road closures, weather updates, and emergency alerts with immediacy. This instant communication keeps residents informed about relevant developments and enhances their sense of community awareness.



Public Safety

Public safety is paramount to community trust, and digital signage can integrate with emergency and mass notification systems to alert people of critical information in real-time, while simultaneously sending emergency messaging to all displays. For example, Carousel Cloud integrates with Common Alerting Protocol (CAP), which allows municipalities to immediately trigger emergency alerts on every screen in the network. This means that if digital signage was installed in all major departments across your municipality, every screen would change to reflect that emergency information, ensuring your entire population is informed with accurate communications.

Modern technology equips local governments with tools for rapid response and effective crisis management. During emergencies or disasters, digital signage can provide critical information on evacuation routes, shelter locations, and safety protocols. This helps ensure the well-being of residents and enhances community resilience.



ACCURATE COMMUNICATIONS

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Extend the reach of your communication



It's imperative to make a deliberate and informed choice when selecting a vendor for your digital signage needs. Look for a solution that has the capability to seamlessly extend your content (originally crafted for your physical locations) to other vital communication channels. By doing so, you ensure that not only the individuals who are physically present within your buildings have access to this essential content; employees who aren't present on-site will stay informed as well. This extends the reach of traditional digital signage enabling seamless communication to thousands of devices.

GO BEYOND

ACCURATE COMMUNICATIONS

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Connect your employees with screens of all sizes.

Effective communication is more important than ever in our hybrid world. Effectively communicating with both in-office and deskless workers is a challenge. We believe the best approach to employee communication is the same approach you take in marketing communication. Target your audience and tailor your messages, putting essential information in the palm of their hands.

Carousel Daily is a mobile app that allows users to take important messages direct to intended audiences, pushing need-to-know information to mobile devices. This means you can target employees with the precise information they need to act on, seamlessly guiding them to essential destinations for tasks such as video viewing, timely messages, enrollment, and other matters demanding their attention.



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CITY HALL



CONTENT EXAMPLES:

- HR Information
- Accomplishments
- Special Events
- Visitor Info
- Urgent Messaging

OUTCOMES:

Staff that feels recognized and supported with clear communication.

PARKS AND RECREATION CENTERS



CONTENT EXAMPLES:

- Wayfinding
- Upcoming Events
- Rules and Regulations
- Community Engagement
- Urgent Messaging

OUTCOMES:

Visitors and community members that feel welcomed into the area.

POLICE & FIRE STATIONS



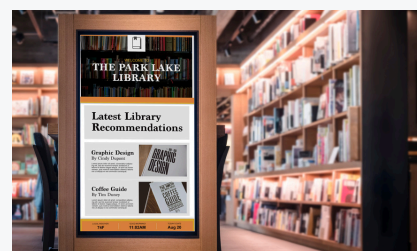
CONTENT EXAMPLES:

- Policies
- Shift Schedules
- Safety Information
- Lost & Found Info
- Community Outreach
- Urgent Messaging

OUTCOMES:

Informed emergency personnel that are up to date on the latest information.

LIBRARIES



CONTENT EXAMPLES:

- Recommendations
- Library Services
- Accessibility Info
- Library History
- Display Areas
- Urgent Messaging

OUTCOMES:

An enhanced visitor experience with employees that can focus on other community-minded tasks.

DMV



CONTENT EXAMPLES:

- Queue Management
- Service Descriptions
- Procedures
- Security and Safety Info
- Urgent Messaging

OUTCOMES:

Citizens and staff that feel stress-free knowing they have the most current and up-to-date information.

Summary

Keep your city connected across all government locations

The entirety of this article is reflective of how digital signage can streamline processes and ensure that content remains secure inside government institutions, while also strengthening bonds with the greater community through real-time information that is useful and accessible to all citizens.

Digital signage is a powerful communications tool that helps keep your community connected. From the DMV and police stations to city halls and libraries, keeping your city connected across all government locations creates a more confident, unified community.



Download the infographic and learn the top five ways to build community with Digital Signage.



Connect with Us

One of the greatest challenges within local government is knowing how to effectively communicate to the public. Contact Carousel Digital Signage today to learn how we can help you achieve your digital transformation goals.



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