



DFTS Lobby Display Policy

Administrative Services Section

1. **Purpose:** The purpose of this Policy is to provide clear guidelines so that lobby displays provide consistent, accessible, informative, and engaging content to building occupants and visitors.
2. **Scope:** These guidelines apply to all electronic lobby displays located within DOA-owned buildings.
3. **Responsibilities:** State employees wishing to post content on a lobby display must review and follow the policies herein. Corresponding supervisors are responsible for ensuring their employees comply with the lobby display policy. The lobby displays are managed and operated by DOA; approval of all content is at the discretion of the signage administrator.
4. **Content Requirements:**
 - 4.1. Content must be related to the State of Wisconsin or be generally useful to building occupants.
 - 4.2. Content must be relevant to broad audiences.
 - 4.3. Content must remain current and relevant.
 - 4.4. Content must be easily accessible and understandable.
 - 4.5. Emergency notifications and/or building function-related messages will take precedence over previously scheduled content.
5. **Acceptable Content:** Common examples of acceptable content include but are not limited to:
 - 5.1. Building Directories.
 - 5.2. Public meetings.
 - 5.3. Facility-wide/Department-wide events.
 - 5.4. Departmental announcements (Open Enrollment deadlines, Partners In Giving events, etc.)
 - 5.5. State/Federal Holiday events and notices.
 - 5.6. Building/facilities notices (fire drills, utility shut-downs, street closures, etc.)
 - 5.7. Affinity Group or other employee-led committee activities, events, announcements, etc.
 - 5.8. Webinars, Lunch & Learns, Guest Speaker, Town Hall notices, etc.
6. **Prohibited Content:** Common examples of prohibited content include but are not limited to:
 - 6.1. Solicitations.
 - 6.2. Parties/social gatherings.
 - 6.3. Non-State related business.
 - 6.4. Advertisements.
 - 6.5. Personal messages.

7. Posting Frequency:

7.1. Updates will be made by the signage administrator biweekly. Exceptions may be granted by request (by selecting RUSH on request form).

8. Request Process:

8.1. Requestors navigate to the publicly accessible [Lobby Display Request Form](#)

8.2. Requestors complete all required fields accurately.

8.3. Upon submission, an auto-generated email will be sent to the Requestor asking them to email their media file attachment as part of their request.

From: doalobbydisplay@wisconsin.gov

To: [Requestor Email]

Subject: ACTION REQUIRED: Lobby Display File Submission Request [#]

Body: Dear [Requestor First Last Name],

Thank you for your Lobby Display Form submission.

PNG file type is preferred for images. Reminder, **links cannot be accessed** via these displays; **QR codes are preferred** and most helpful to viewers. Other acceptable file types include Word, PDF, Video, & Audio files.

Please [CLICK HERE](#) to email your media file attachment(s) for review/approval.

Sincerely,

DOA Facilities Management

8.4. Requestors will use the [CLICK HERE](#) hyperlink to email their media file using the auto-generated reply.

From: [Requestor]

To: doalobbydisplay@wisconsin.gov

Subject: Lobby Display File Submission Request [#]

Body: Dear Lobby Display Approver,

I've attached the file(s) for the recently submitted Lobby Display request form.

[Requestor First Last Name]

[Requestor Email]

[Requestor Phone]

8.5. An auto-generated email will be sent to the Approver(s) asking them to review the summary of the form submission along with the submitted media file attachment.

From: [Flow Owner]

To: doalobbydisplay@wisconsin.gov

Subject: Lobby Display Pre-Approval Summary Request [#]

Body: Dear Lobby Display Approver,

Please review the Lobby Display Request Pre-Approval Summary:

Name: [First Last Name]

Email: [Email]

Phone: [Phone]

Agency: [Agency]

Division: [Division/Section]

Supervisor: [Last, First Name]

Locations: [Selected Locations]

Dates: [Start] through [End]

Additional Info: [Optional Notes]

Is this a Rush Request: [Yes/No]

- 8.6. Approver(s) will receive a dynamic Approval card via Teams notifications and Teams chat alerting them of the request submission. Upon reviewing the previously received emails titled Lobby Display Pre-Approval Summary Request [#] and Lobby Display File Submission Request [#], the Approver(s) will have all the required data to make an informed decision.
- 8.7. The Approver(s) will select “Approve” or “Reject” via the dynamic Approval card in Teams. The Approver(s) also have the option to include comments/justifications about the decision that will be shared with the Requestor.
- 8.8. An auto-generated email will be sent to the Requestor and the Approver(s) to inform and document the Outcome of the request and provide a detailed summary.

From: [Flow Owner]

To: doalobbydisplay@wisconsin.gov; [Requestor]

Subject: Lobby Display Request [#] Summary

Body: Dear [First Last Name],

Thank you for submitting your Lobby Display request. Below is the outcome and summary of your request.

Outcome: [Approve/Deny]

Comments: [Optional Comments/Justifications]

Requestor: [First Last Name]

Email: [Email]

Phone: [Phone]

Agency: [Agency]

Division: [Division/Section]

Supervisor: [Last, First Name]

Locations: [Selected Locations]

Posting Dates: [Start] through [End]

Additional Info: [Optional Notes]

Is this a Rush Request: [Yes/No]