



# 8 TIPS TO BUILD COMMUNITY WITH DIGITAL SIGNAGE

*Government is about community. Whether a municipal, state or federal branch office, police station or chamber of commerce, your goal is to keep the public informed and involved. Here are eight ways to bolster your community relations using digital signage:*

## 1 | OUTREACH

Keep the public updated about your current initiatives, volunteer opportunities and general information using digital signage in public areas of your offices.

## 2 | EVENTS

Have free courses available? Is there a blood drive coming up soon? Advertise your events on digital signs in your lobby so visitors can register and join in.

## 3 | GUIDANCE

Government forms and processes can seem intimidating to some people. Clarify procedures with clear directions on your big screens to ease tension and timelines.

## 8 | ADVERTISING

Support your local vendors by advertising their products and services on your signs. Display local business histories and community leader bios to show local pride.



➤ **GOVERNMENT**  
*Digital Signage*

## 4 | WAYFINDING

Give your first-time visitors access to interactive directories and wayfinding maps to help prevent confusion and frustration as they navigate your facility.

## 7 | INCLUSION

Digital signage allows you to reach out to the hearing-impaired and visitors who speak other languages with a centralized source showing information for everyone.

## 6 | ALERTS

Share emergency alerts for extreme weather, crime alerts and Homeland Security updates on your digital signs to keep your public informed and safe.

## 5 | EFFICIENCIES

If your office has a waiting area, you can reduce perceived wait times by showing queueing data on digital signs to let everyone know where they are in line.



Transform the way you **engage your community**.  
For more information about [digital signage](#) solutions, contact us.

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