



- Using Trilby TV, RGSW's Digital Signage can be used to promote children's work. For example, great pieces of art, writing, DT, Textiles etc. can be photographed/filmed to showcase great work, progress or effort and reach a school-wide audience
- Trilby TV can also be used to publicise school activities, events, opportunities and achievements. Furthermore, it also offers an opportunity for targeted marketing in the form of pictures, videos and advertisements.
- Trilby TV can also be used to broadcast school twitter feeds
- Each screen is able to display unique content, easily uploaded from the Trilby TV App or from TrilbyTV.com. This different means departments can customise their screens with content that is specific to them.
- Users can be assigned different rights, meaning only selected, trained staff members can upload content
- All content must be well-produced, thoroughly edited and school related and only uploaded by designated Trilby TV administrators.
- The decentralised nature of Trilby TV means that a significant burden is taken away from the ICT staff and departments can take ownership of their digital signage.
- All staff who publish content must remember that the reputation and image of RGSW is determined, in part, by the quality of information published electronically - including the content on our digital signage.
- Continuous training will be offered at various points throughout the academic year to all Trilby TV admins.

***Initials in blue indicate ultimate responsibility for content**