HOW TO PROFESSIONALIZE YOUR JAIL POSTINGS

We’ve worked with many jails and prisons across the country, and if we’ve learned one thing, it’s that every facility is different. But no matter the institution, everyone has information they need their inmates to understand. Unfortunately, cork boards and paper postings are flimsy and compromise the image of the facility.

Your facility should bleed professionalism, from the attitude of your staff to the compliance documents provided to inmates. Enter digital signage, the technological successor.

What does your facility need right now? Is educational content the priority, or are real-time updates for emergencies most important?

Learn how the following examples use digital signage to professionalize their jail postings.
Like so many others, Brightwood County Jail never knew it needed digital signage until the opportunity was right in front of them.

Their last audit hadn’t gone as smoothly as they wanted. One of the printed inmate handbooks was ripped-up, the ICE information was out of date, but worst of all, staff had forgotten to wheel the TV rollcart into the PODs to play the weekly PREA video.

It was infuriating. You could do everything right for 360 days of the year, but if the auditors showed up for those last 5 days, you were in trouble. Everyone agreed: paper postings were too unreliable, and making staff roll at TV cart through the facility was a waste of time.

That’s when Brightwood took a good, hard look at digital signage and pulled the trigger. With their new displays installed, the jail added updated versions of their handbooks, jail rules, inmate schedules, and compliance information to be shown daily on 50-inch TV screens. They even added the mandatory PREA video, so staff could ditch the TV rollcart.
People were pretty worried when Coronavirus started making headlines. It seemed like you couldn’t turn on the news without hearing about the infection rates. In Italy, 12 inmates died as a result of the prison riots caused by COVID-19. While most correctional facilities in the U.S. were stunned by the progress of the virus, Brightwood was proactive.

The jail displayed multiple handouts provided by the CDC on their displays to encourage hygiene habits and alleviate general fears. They also used their digital signage system to play relaxing music in the PODs during the day. These measures, among others, helped keep Brightwood County inmates calm even when outside the jail, anxiety was on the rise.
Priority: Education

The Program Director at Brightwood County Jail was astonished at how well the inmates responded to the coronavirus changes. Could digital signage do even more for the county? That was the big question on her mind. She started off small, advertising some small-group sessions for Alcoholics and Narcotics Anonymous throughout the facility.

That was only the beginning. Before long, the digital signage TVs were showing fully-customized content in every housing unit. Inmates with domestic assault charges saw content designed to reduce violent behaviors. Inmates suffering from drug abuse received anti-addiction messaging. She even had duplicate Spanish-Language campaigns created for the ICE inmates held in Block B.

More and more, the programs at Brightwood County Jail came to rely on the information display infrastructure that digital signage provided. Thanks to digital signage, the correctional facility’s future was looking brighter than ever.
Basic Features:

- Our Digital Marketing team will build and manage your Campaigns
- Staff can edit and update TV displays in seconds
- Digital Signage TVs integrate with visitation schedules
- Display PREA videos and documents with ease

Free Extras:

- Easy content library management
- Make educational content available to whole housing units
- Secure your campaigns to specific staff members
- Training sessions and documents included
No matter what your priorities are, get a system that’s designed to meet your needs. One system can do it all. With CIDNET, you can customize your solutions and get exactly what you need.

Want to see CIDNET Mail in action? Email us at marketing@encartele.net to schedule a demo today.