

5 MCP Prompts for Digital Signage Teams

Manage your digital signage network with natural language prompts via MCP.

OVERVIEW

What's Inside

FOR DIGITAL SIGNAGE TEAMS

This guide provides 5 practical prompts based on real MCP capabilities, enabling digital signage teams to leverage natural language interfaces for portal and content management within Wallboard 2.1.

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01
PROMPT 1

Set Up a Multi-Department Signage Network with Role-Based Access

PROMPT

```
Set up my digital signage portal by registering devices and adding three teams: Reception, HR, and IT Support. Each team should only see and manage screens and content for their own areas. Give IT Support full admin access so they can add new screens and manage devices, and set up Reception and HR as content editors so they can update what's on their screens but can't change system settings
```

WHAT IT DOES

This MCP prompt automates the initial configuration of a portal by creating teams, assigning roles, registering devices via serial number, and scoping access – all in one step. Instead of manually navigating multiple setup screens, the MCP integration reads your intent and builds the structure for you.

OUTCOME

- New portal created with three distinct team workspaces
- Devices registered via serial number and assigned to their respective teams
- Each team can only access their own screens and content
- IT Support has admin-level control for device and system management
- Reception and HR can manage their own content without affecting other areas
- Teams immediately accessible via the Wallboard interface

PROMPT 2

Upload and Publish Content Across All Locations

PROMPT

```
I need to push out some Q1 company updates to all 12 of our office locations. Help me upload a new CEO town hall video to our media library. Then for each location's playlist, add the town hall video to position 3, bump the quarterly results presentation to position 2, and remove any outdated content like old holiday messages. Keep all other content in the same order.
```

WHAT IT DOES

The MCP integration walks you through the full process, starting by prompting you to upload the video file, then applying your content changes across every location's playlist at once. It handles the upload, identifies each location's playlist, and makes the changes consistently, turning what would be a multi-step process across 12 locations into a single conversation.

OUTCOME

- New video uploaded to media library directly through the conversation
- Q1 updates published across all 12 location playlists in one operation
- CEO town hall video added at specified position in each playlist
- Quarterly results presentation repositioned across all locations
- Outdated content identified and removed from every playlist
- Changes synchronized across all screens within minutes

PROMPT 3

Turn a Calendar into Branded, Self-Scheduling Content

PROMPT

```
I have an events calendar with our upcoming company events.
Use our event announcement template to create a slide for each
of this week's events in my "This Week's Events" playlist.
Quick edit each one with the event details like title, date, time,
and location. Schedule each slide to stop showing after its event
has passed. Apply our branding using our website https://ourcompany.com.
```

WHAT IT DOES

The MCP integration pulls this week's events from your calendar, selects the right template, and creates a slide for each event with the details filled in via quick editing. It then schedules each slide to automatically stop displaying once the event has passed, keeping your playlist current without any cleanup. Your brand colors and logo are pulled from your website and applied across all slides.

OUTCOME

- Event announcement slides created automatically from this week's calendar events
- Each slide quick edited with the correct event details
- Slides automatically stop displaying after their event has passed
- Company branding pulled from your website and applied across all slides
- Playlist stays current with no manual cleanup required

04
PROMPT 4

Schedule Content Changes Using Conversational Prompts

PROMPT

```
Create a content schedule that shows the "Winter Sales" playlist on all the Screens in New York Monday through Friday from 8 AM to 5 PM, switches to "Evening Events" from 5 PM to 8 PM, and plays "After-Hours" content on weekend mornings. Apply this schedule starting February 20 through March 20.
```

WHAT IT DOES

The MCP scheduler interprets natural language timing instructions and creates granular scheduling rules. It handles daypart transitions, date ranges, and screen-specific rules without requiring manual calendar configuration.

OUTCOME

- Multi-playlist schedule automatically created
- Daypart transitions managed automatically
- Schedule applies to all lobby screens
- Active for exactly one month (Feb 20 – Mar 20)
- Eliminates manual scheduling spreadsheets

05
PROMPT 5

Configure AI-Generated Datasource for Local Events

PROMPT

```
Set up an AI-generated datasource that pulls upcoming events from museums, theaters, and sports venues within 15 miles of our downtown location, filters for family-friendly content, updates every 6 hours, and displays the next 8 events with date, time, location, and ticket information.
```

WHAT IT DOES

The MCP integration creates a live datasource that uses semantic AI scraping to identify local event information from various venue websites. The system adapts automatically to layout changes and formats data for display.

OUTCOME

- AI datasource continuously monitors local venues
- Real-time event data updated every 6 hours
- Family-friendly content filtering applied automatically
- Next 8 upcoming events always available
- Venue information aggregated without manual updates

WHY MCP MATTERS

Better Results, Fewer Clicks

These prompts demonstrate how Wallboard's MCP integration eliminates repetitive configuration tasks. By connecting to Claude, ChatGPT, or your in-house AI system via natural language, digital signage teams can manage portals, playlists, assets, and scheduling through the same conversational interface their teams already use.

- Faster deployment of new digital signage networks
- Reduced training overhead for administrators
- Portable prompt workflows across different AI backends
- Portal configurations driven by business logic, not technical syntax

Ready to get started?

Visit wallboard.us or reach out to your account manager to enable MCP on your Wallboard 2.1 portal.