Background:

This can be changed by replacing img/bg.jpg. The default resolution is 1920x1080, but any background at this file location will be stretched to fit, so have it match your fullscreen resolution for best results.

Title/Page Text:

The page text can be changed by editing tweetBoard.html, specifically the <title> tag, and the pageTitle and hashtag divs. Please note that this only changes the text on the page, not the hashtag which the wall pulls from.

Twitter Hashtag to load:

This can be changed by editing tweets/getTweets.php. There are actually a lot of options to change here:  
$bHashtag – true or false – This specifies whether to load tweets from a hashtag or from a user’s account.   
$bOnlyUS – true or false – This specifies whether to filter the tweets to only include tweets from users with a US location in their profile. This is not 100% accurate as it is dependent on if people have their profile completed correctly.   
$twitteruser – Twitter username WITHOUT @ sign – This specifies which user’s tweets to display in the moderator page.   
$hashtag – Twitter hashtag WITHOUT # sign – This specifies what hash tag to pull from on Twitter.

Also in this file are the settings for consumer key, consumer secret, access token, and access token (secret). These should be different for each installation to avoid being rate limited.

Instagram Hashtag to load:

This can be changed in instagram/getInstants.php in the $tag variable.