



## UNIVERSITY WEB POLICY

Area: Information Technology / Marketing & Communications

Subject: Web Publishing

Applies To: All university employees

Sources:

Responsible Party: Vice President for Information Technology

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### I. Purpose

The purpose of this policy is to:

- A. Establish policies to ensure that Georgia Southern University web pages and other electronic publications are consistent with the University's identity standards and reflect the University's official brand and messaging.
- B. Establish processes by which Georgia Southern University's web pages and other electronic publications are regularly reviewed for compliance with established policy, standards, and guidelines.

### II. Policy Statement

- A. The Georgia Southern University web presence is an important part of the University's identity. Use of official University web templates is required for all Georgia Southern University academic, administrative, and outreach unit web pages to strengthen the brand and promote accessibility.
- B. University web pages and electronic publications are official Georgia Southern University publications and are therefore subject to the same policies and standards for University printed publications as found in the Office of Marketing and Communications Policies and Procedures document and Identity Standards Guide. In addition, University web pages and electronic publications are subject to the University's IT Appropriate use and DNS policies.
- C. University web pages for all academic, administrative and outreach units must be maintained in systems authorized by the University's Chief Information Officer.
- D. The University's content management system will be managed by the **University Web Team** within the offices of Marketing and Communications and ITS.
- E. University web publications shall use the Georgia Southern University Identification Standards Guide and maintain appropriate use of the University's name, symbols, emblems, logos, seal, colors or mascots shall comply with the University Identity Standards Guide.
- F. Georgia Southern University reserves the right to take action to ensure compliance with the Digital Millennium Copyright Act and to prevent activity in violation of that Act from taking place within the University's electronic environment.

- G. Georgia Southern University, reserves the right to remove from any Georgia Southern University server or communications system utilizing university network or namespace, any content that is found to be in violation of law or University policy.
  - 1. The University's Web Team, with **final authority resting with the University's Associate Vice President of Marketing and Communications**, will remove links to illegal or inappropriate materials from University web pages and electronic publications.
- H. Individual artists, scholars and authors are free to create web pages and electronic publications related to their role within the University.
  - 1. These works may not necessarily represent Georgia Southern University and as such, Georgia Southern University bears no responsibility for the content of personal web pages and electronic publications.
- I. Web pages and electronic publications not officially affiliated with the University and personal web pages and electronic publications of University employees and students **shall not exhibit facsimiles of University templates.**

### III. Scope

This policy applies to:

- A. All members of the University community and governs all web storage and communications systems utilizing the University network or namespaces, regardless of ownership.
- B. All University web pages and electronic publications with communications from Georgia Southern University campuses, centers, colleges, departments, divisions, research facilities, extended programs and other official University organizational units, divisions, programs, senates or associations.

This policy does not apply to the following:

- A. Intranet pages (defined as sites requiring a restricted-access login)
- B. Student organizations
- C. Course pages in an online learning management system
- D. Personal web pages and electronic publications of University employees or students.

### IV. Definitions

- A. University Web Team – employees from ITS and Marketing and Communications who routinely work together to develop and maintain the University's web information systems.
- B. Personal web pages and electronic publications – web pages and electronic documents created by individual artists, authors and scholars which may be related to the individual's role within the University but do not officially represent Georgia Southern University. The Associate Vice President of Marketing and Communications has final authority in this determination.
- C. Content Management System (CMS) - a system maintained by the University Web Team that allows University units to update website content in a timely manner and with minimal technical knowledge.

- D. External websites and web pages - content intended for audiences external to the University community, e.g. prospective students.
- E. Intranet - restricted access web pages that require a University login to enter.
- F. Internal websites and web applications - websites or applications created solely to serve audiences internal to the University community, e.g. current students.
- G. Content Owners – individuals identified by deans or administrative department heads issued account access by the University Web Team to all websites within their division.
- H. Content Managers - individuals identified by deans or administrative department heads issued account access by the University Web Team to one or more websites within a division's network of websites for the purpose of maintaining and updating content.

## V. Roles & Responsibilities

The **Office of Marketing and Communications** is responsible for:

Coordinating all University information and publications and for assuring consistency of message and image. The office of Marketing and Communications shall have authority over all University web pages and electronic publications.

Working with areas of the University in reviewing deviations from policy and in ensuring that all procedures are followed.

The **University Web Team** is responsible for:

- A. Implementing and maintaining the university content management system, appropriate security controls, and official University web templates.
- B. Monitoring all University web pages and electronic publications for functionality, performance, general compliance with policies and adherence to the University's Web Presence Guidelines.
- C. Managing the University home and top tier landing pages
- D. Providing technical assistance to University divisions via an established escalation path
- E. Acting as technical resource to the Web Advisory Council, Associate Vice President of Marketing and Communications, CIO and Associate CIO.

**Content Owners** are responsible for:

- A. Keep pages up to date and accurate.
- B. Communicating with the unit regarding University website management policies, requirements and recommendations.
- C. Communicating with the University Web Team regarding website problems, requests and needs.
- D. Ensuring web pages and electronic publications within their purview comply with the University's policies and standards.
- E. Representing their unit on the Web Advisory Council.
- F. Escalating technical support issues and requests to the University Web Team.

**Content Managers** are responsible for:

- A. Assuring web pages and electronic publications within their purview comply with the University's policies and standards.

The role of the **Web Advisory Council (WAC)**:

- A. A consulting and advisory group made up of representatives from each college unit, department or organization as appointed by the Dean, Department Chair, Director, Manager or Vice President.
- B. Converses and consults with the University Web Team regarding the execution of the University web strategy.
- C. Acts as the liaison between the members' respective departments and the University Web Team.
- D. Provides the CIO and the Associate Vice President for Marketing and Communications with input regarding the operation and utilization of web-based resources.
- E. Provides a forum for all stakeholders in the University web strategy to share their ideas and solutions to problems as well as opportunities for collaboration with other members of the University community with regard to the University web strategy.
- F. Providing representation for stakeholders from each University unit to provide feedback, suggestions and assistance in carrying out the University's web strategy and policy.

## **VI. Enforcement**

- A. Information Technology Services will operate Georgia Southern's external online environment, including the content management system and will enforce technical standards. The Office of Marketing and Communications will enforce graphic and content standards. The Web Advisory Council will assist in explaining the oversight process. The final authority for enforcing the University Web Policy lies with the Associate Vice President of Marketing and Communications.
- B. Procedures for the implementation, operation and enforcement of this policy may be found in the University External Web Presence Procedures & Guidelines.

## **VII. Exemptions**

- A. Requests for exemptions to this policy may be made in writing by the division's content owner to the University Web Team. The University Web Team will forward exemption requests, along with recommendations regarding the disposition of those requests, to the Associate Vice President of Marketing and Communications and the Associate CIO ten business days prior to the regular monthly meeting of the Web Advisory Council for a decision. **The AVP of Marketing and Communications has final authority regarding web content matters.**