Policy 01:015 – University Web Presence

Purpose

The University of Montevallo (UM) recognizes the value and potential of web enabled technology as a tool to support and communicate the University's broader mission and to enhance the University's value to audiences both on and off campus. Faculty and staff members, colleges, departments, programs, and recognized groups on campus are encouraged to take full advantage of the University's website in advancing that mission.

Scope

This policy applies to all online material made available via standard web protocols that represent an official unit or activity of the University, are hosted on University resources, or bear marks, logos, or symbols that might imply endorsement by the University regardless of where they are hosted.

Web Oversight

University employees who publish web content should adhere to the guidelines in Section 2.06 of the Faculty Handbook, which states that University faculty members' public communication "should at all times be accurate, should exercise appropriate restraint, and should show respect for the opinions of others." Furthermore, when posting on affiliate sites or social media, University employees "should make every effort to indicate that they are not speaking for the institution." The governance of the University's website is multi-layered, with different individuals, departments, and divisions assuming responsibility for specific tasks.

The Chief Information Officer (CIO), the Vice President for Advancement and External Affairs (VPAEA) and the Vice President for Enrollment and Student Affairs (VPESA) work in collaboration to ensure an ideal web presence and optimal functionality of the website.

Technology Advisory Council (TAC) reports to the CIO and is responsible for developing and revising web policy and guidelines, and approving affiliated pages. TAC may also make recommendations regarding website procedures, navigation, design and functionality, password protected content, required training, and vendor selection. The TAC also receives and makes recommendations on web related questions, concerns, and content disputes reported by members of the University community.

Information Services and Technology (IS&T) personnel report to the CIO and are responsible for maintaining website functionality; tactically deploying the website; providing access to web management tools and templates; platform training between Content Managers; technical support; web accessibility; online documentation; and monitoring the health, usage, stability and security of the website. In collaboration with University Marketing and Communications (MarComm), the IS&T personnel develops and maintains procedures, guidelines, training, and campus support. IS&T will designate a liaison to TAC, and develop and maintain central sites and services as necessary.

University Marketing and Communications (MarComm) personnel report to the VPAEA and are responsible for coordinating web marketing campaigns across the University; ensuring an ideal web presence for external audiences; monitoring compliance with web policies, guidelines, and procedures; and providing a Branding Standards Manual that includes preferred logos and colors to ensure a consistent look and navigation throughout the website. MarComm personnel will work collaboratively with` the VPESA and personnel from the Undergraduate Admissions Office and the Graduate programs to develop recruitment messaging on the front page and throughout the website. MarComm will designate a liaison to TAC, provide training for Content Managers and owners, and may develop and maintain central sites and services as necessary.

Enrollment Management Personnel report to the VPESA and work collaboratively with University Marketing & Communications and Graduate programs to develop recruitment messaging on the front page and throughout the website. The VPESA will designate a liaison to the TAC.

Content Management

Content Owners (Vice Presidents, Deans, Department Chairs, and Directors) are responsible for assigning and supervising Content Managers within their area of responsibility to maintain webpages, monitoring the webpages associated with their area of responsibility for adherence to web policies, accessibility, guidelines, procedures, content relevance and accuracy, and attending training as required.

Content Managers or web authors are responsible for creating and/or maintaining content on webpages, ensuring the relevance and accuracy of their content on a consistent and timely basis, adhering to all website policies, accessibility, guidelines, and procedures, and attending training as required.

Official University Web Presence

Official University webpages represent University divisions, departments, and organizations and are housed on www.montevallo.edu. Official pages should reflect the mission, goals and objectives of the institution, conform to the guidelines, policies, accessibility, and procedures defined within this policy, conform to the visual standards set forth in the University's Branding

Standards Manual, and use official webpage templates provided by the University. Official University webpages should be accessible for changes and updates by Content Managers as authorized by the appropriate Content Owner.

Password protected webpages are those pages created and/or maintained on behalf of divisions, departments, and organizations of the University for internal use only with restricted access for the general public. Protected pages are housed on http://www.montevallo.edu but accessible only by entering a recognized Username and Password. Protected content may include, but is not limited to, highly sensitive, sensitive, and internal data. Password protected pages should be consistent with the mission, goals and objectives of the University and should conform to the guidelines, policies, and procedures defined within this policy. Password protected webpages should be accessible for changes and updates by Content Managers as authorized by the appropriate Content Owner.

Affiliate webpages represent certain groups, organizations, activities, and interests associated with the University. The ability to host Affiliate pages is subject to server capacity. Affiliate pages are accessible through links on official University pages. Affiliate pages should be consistent with the mission, goals, or objectives of the institution and should conform to the guidelines, policies, and procedures defined within this policy. Those responsible for affiliate webpages should seek approval from MarComm before using the University's logo or mascot. Affiliate pages must be approved by TAC and should be accessible for changes and updates by faculty, staff, and Content Managers as authorized by the appropriate Content Owner.

The following statement should be displayed on all affiliate webpages.

> *"The webpages of affiliated organizations do not in any way constitute the official policies or institutional content approved by the University of Montevallo. The views and opinions expressed in individual webpages are strictly those of the page author. Comments on the contents of those pages should be directed to the page authors and/or the University's Technology Advisory Council."*

If a security threat is perceived to be the result of an affiliate page's server, IS&T reserves the right to isolate that server from the institution's network for an unspecified amount of time.

Affiliated University Web Presence

Affiliate social media pages or accounts for the University should not be created on anonymous platforms. Affiliate social media pages or accounts governed by this policy meet one or more of the following criteria:

- Accounts that include "University of Montevallo" or "UM" in the name, profile or handle

- College, department, division, or program accounts

- University-approved student organizations or clubs

- Accounts that are linked to https://www.montevallo.edu or an approved affiliate website

The following statement should be displayed on all affiliate social media pages.

> Twitter and Instagram:
> *"Opinions do not represent/reflect @montevallo."*

> Facebook and LinkedIn:
> *"Views and opinions expressed on this page do not reflect the University of Montevallo."*

Administrative access to UM affiliated social media accounts should be revoked when an individual is no longer employed with the University of no longer an active member of the student organization for which they are managing an account.

Faculty and staff webpages chronicle professional pursuits or interests that are consistent with the role the individual serves at the University. Such pages are accessible through links from faculty and staff bio landing pages on the official website. Individual pages should be consistent with the mission, goals, and objectives of the institution and should conform to the guidelines, policies, and procedures defined within this policy. Faculty and staff members should seek approval from MarComm before using the University's logo or mascot and should prominently display the Official Disclaimer statement. Individual webpages should be accessible for changes and updates by faculty and staff members as authorized by the appropriate Content Owner.

The following statement should be displayed on all faculty and staff webpages.

> *"The webpages of faculty and staff do not in any way constitute the official policies or institutional content approved by the University of Montevallo. The views and opinions expressed in individual webpages are strictly those of the page author. Comments on the contents of those pages should be directed to the page authors and/or the University's Technology Advisory Council."*

Ensuring the currency of affiliated University Web Presence is of utmost importance. Therefore, to curtail the creation of University affiliated social media or webpages that are later orphaned, and to ensure a consistent presence online, affiliate sites should adhere to the following guidelines:

- Have affiliate webpage or social media account added to the UM Social Media Directory, which is maintained by MarComm and can be found at http://montevallo.edu/social-media

- Take steps to prevent loss of administrative access to the account by doing one of the following:

- Where possible, keep at least two administrators on an account at all times, with one administrator being a faculty/staff member

- Use a college, departmental, or program montevallo.edu email address. Student groups and organization can request a montevallo.edu email account for this purpose.

- When an account is no longer actively used, change the status of the account so that it reflects a closed or archived status.

- Update the UM [Social Media Directory](#) when there are changes to the organization of the account such as name or handle changes and administrator changes.

Accessibility of Content

The University of Montevallo is committed to providing equal access to its websites and web based information for all users as well as ensuring that any web based or technology product from a vendor meets minimum accessibility standards. UM has adopted the World Wide Web Consortium 2.0 (Level AA) guidelines https://www.w3.org/WAI/intro/wcag as the standard for university web accessibility. The University is committed to compliance with the Americans with Disabilities Act of 1990, the ADA Amendments Act of 2008, and Section 504 of the Rehabilitation Act of 1973. The University has chosen to follow the federal standards of Section 508 of the Rehabilitation Act http://www.section508.gov as a guideline for full accessibility.

IS&T personnel is responsible for overseeing the accessibility of the Official University web content (as previously defined in this policy), achieving compliance with this policy, and providing training in best practices for accessibility. Training in web accessibility practices is required annually for all Content Owners and Managers.

Affiliate webpage and social media content managers should follow the University website accessibility policy (WCAG 2.0 AA) to the extent possible given the limitations inherent in each platform. Particular attention should be paid to captioning for videos and text content/alt tags for graphics.

Consistency of Representation and Branding

All University Web messaging should comply with University policies, regulations and federal and state requirements, including but are not limited to the following:

[Policy 01:016 – Consistency of University Representation](#)

Posts on webpages and social media accounts outlined above reflect on the University's reputation as a whole. Therefore, information on webpages and social media should not disparage the University.

Branding standards and guidelines help bring consistency to how the University presents itself through a variety of mediums and to a variety of audiences. A standards manual is provided by MarComm to support creation of a web presence that accurately reflects the mission, goals, and objectives of the institution. All official University webpages as defined in this policy must

adhere to the visual standards of the institution as set forth in the University's Branding Standards Manual. While, affiliate webpages and social media should adhere to the logo and name standards and editorial style provided in the University of Montevallo's [Branding Standards Guide](#).

Content Accuracy, Currency, and Editorial Standards

Content Owners and Managers are responsible for factually accurate content and currency of website information, with oversite provided by MarComm personnel. All webpages should present information using the highest editorial standards (spelling, punctuation, grammar, style, etc.). Individuals responsible for a webpage that contains out-of-date or inaccurate information or editorial errors may be requested to make the necessary corrections by MarComm or by an appropriate vice president or designee. Failure to comply with such requests may result in removal of the webpage.

Commercial Activity

A website that receives online payments must be authorized by the Vice President for Business Affairs and the CIO. The website must comply with all applicable Federal and State laws and University policies and procedures for securely recording and depositing funds. Any website discovered to be in violation of this provision is subject to removal. Links to commercial entities must be related to the University's mission and should not imply endorsement by the University. Faculty and staff members may not use their webpages for commercial purposes or for personal financial gain or benefit. The University of Montevallo is not responsible for any liability that might result from such activities prior to their discovery and appropriate remedy.

Copyright Material

The University of Montevallo copyrights all content on University websites. The University is committed to complying with the Copyright Act (17 U.S.C. §101, et seq), the Federal Digital Millennium Copyright act of 1998 (DMCA), and the Higher Education Opportunity Act, as stated in University Policy 01:012. University webpages should not include material owned by another individual or group without the express written consent of the original author. Managers should assume that materials found on the web are copyrighted unless a disclaimer or waiver is expressly stated. It is recommended to link to the original content rather than copying it.

Content Disputes

As a general principle, the website should offer the same freedoms and restrictions that apply in the non-web environment. Academic freedom exists on the web just as in the classroom and established University policies regarding defamation, derogatory or hate speech, and other

restrictions apply equally to the web (Section 2.06, Faculty Handbook, "Academic Freedom and Responsibility"). The University reserves the right to remove a webpage from any institutional server if it is found to be in violation of federal, state or local law or any institutional regulation, policy, or procedure. Content violations or disputes may be presented to TAC for review. TAC will make a recommendation to the University administration regarding resolution of disputes.

Approved 2/99

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