

University of Dayton Policy for Digital Content and Publishing

I. PURPOSE

Every instance of internally and publicly accessible web content represents the entirety of the University of Dayton. The breadth of the University's collective content necessitates that responsible management be shared across the University. By its nature, distributed content management makes enforcement of standards an important and intensive task. This policy statement articulates the basis of standards, the requirements for participation in the University digital presence and the process for compliance and enforcement.

II. SCOPE

This policy applies to faculty, staff, and students of the University of Dayton and any holders of University of Dayton accounts who publish digital content on behalf of the University. This policy does not address content or usage of learning management systems, academic publications or any other online academic content.

III. POLICY STATEMENT

Responsibilities of Digital Content Creators and Publishers

Providers and publishers of University digital content represent the institution and are responsible for the information they publish on behalf of the University of Dayton. Content providers and publishers are expected to abide by the highest standards of professionalism and adhere strictly to the University's policies for data security, information privacy, honorable conduct, and branding/web style guidelines.

Published content must support UD's mission and its objectives for its collective web presence:

1. Digital content consistently and uniquely demonstrates the UD brand with these specific goals:
 - a. Immediate recognition of UD in all locations
 - b. Continual demonstration of Catholic and Marianist values and concepts
 - c. Unified browsing experience for all audiences
2. Content meets the standards of the University brand by providing appealing, clear, and effective messaging, site navigation, accessibility and quality.
3. Content demonstrates good stewardship of University resources with well-executed, adaptable and sustainable technologies and content.

Requirements for Inclusion in the University of Dayton Digital Presence

1. Any site or digital publication – web page, portal content, tweet, blog, video, Facebook page, UD Google Apps content, etc. -- which officially represents the University of Dayton is assumed to be part of the collective digital presence.
2. University digital content must reside on a University-approved content management system such as, but not limited to Cascade, Luminis, Banner, WebDAM, or Google Apps. Exemption is provided for professional personal pages until such time that a central tool becomes available.
3. Content created after August 2011 must use one of the University's approved, templated, content management systems or other digital accounts and services approved for use in publishing content on behalf of the University of Dayton. Off-campus .com, .net, .org or other such sites must be converted to a central content management system by July 31, 2013. Non-University domain names are not permissible after July 31, 2013.
4. Approval to publish a website or other digital content on University of Dayton servers is granted by the Web Management and Advisory Team, WebMAT, the University's digital content governance group, or persons authorized to grant access to University resources.

IV. RESPONSIBILITY FOR ENFORCEMENT, REMEDIES, SANCTIONS

Compliance Process

These guidelines presume professionalism on the part of content contributors, editors and publishers. To meet the objectives of a consolidated web strategy, content managers must take personal and collective responsibility for what is published. Content managers agree to honor and comply with the University's standards and limitations.

The Web Management and Advisory Team provides support to content managers and units to assist in compliance with the University's web strategy. The Web Style Guide is the authoritative source for navigation, content and style standards and is available on the Marketing Services website: udayton.edu/marketingservices/_resources/files/web_guide.pdf Final authority for all web content resides with the Web Management and Advisory Team which reports equally to the chief information officer and the vice president for enrollment management and marketing.

1. Training in the use of the university's content management systems and web style guidelines and standards is required before gaining account access, editing rights, or publishing rights.
2. New sites are assessed for basic compliance before launch, for full compliance post-launch, and may be re-assessed at any time by WebMAT, the chief information officer, or the vice president for marketing and enrollment management. The group is authorized to require previously published sites to adhere to current standards.

3. Publishing units of non-compliant content may be requested by the web governance group to correct identified problems. If corrections are not made within an established timeframe, web publishing privileges may be revoked. In addition, WebMAT, University Marketing and Udit reserve the right to unpublish content that violates this or other University of Dayton policies or standards at any time without notice.

Appeal Process

Written appeals may be directed to the chairperson of the Web Advisory and Management Team, or through the office of the chief information officer or vice president for marketing and enrollment management. WebMAT will respond in writing within 15 days from receipt of the written appeal.

Contact Information:

Assistant Provost and Chief Information Officer: Tom Skill, Tskill1@udayton.edu

Vice President for University Marketing and Enrollment Management: Sundar Kumarasamy, Skumarasamy1@udayton.edu

Chairperson for WebMAT: Elizabeth Timmons, Udit Web Services Manager; Etimmons1@udayton.edu; 937-229-2247

V. SPECIFICATIONS AND GUIDELINES FOR THIS POLICY

This section elaborates on the policy statement with requirements and guidelines for specific types of digital content.

Use of www.udayton.edu/

Content managers acknowledge that www.udayton.edu is the official home page for the University and is the primary instance of the online brand and web strategy, setting the example for all sites targeted to either UD's external or internal audiences.

Use of Social Media

The creative use of social media allows the University of Dayton to engage in an interactive, meaningful and personal way with prospective students and their families; students; alumni; faculty and staff; friends; media; and other audiences. Social media includes, but is not limited to, Facebook, Twitter, LinkedIn and YouTube. Please know that the University of Dayton is liable for any information that is posted to official University of Dayton social media sites. WebMAT reserves the right to monitor, prohibit, block, suspend or delete any University of Dayton social media site, based on the guidelines in this policy.

Social media sites may be included in the University Social Media Directory. The site administrator must submit the form on the University of Dayton's social media directory site (http://www.udayton.edu/social_media_directory.php).

Requirements for Establishing a Social Media Site:

1. Before creating a social media site, written approval of the faculty department chair or staff unit director is required.
2. Site content must meet these standards:
 - a. The page is clearly active; i.e., contains some posts or other type of content that is updated
 - b. An appropriate profile picture has been selected
 - c. Contact information is displayed on the page
 - d. The site is clearly named as a University of Dayton site
 - e. The page contains no improper logo treatments or brand violations

Guidelines for Social Media Managers

1. Use good judgment and protect confidential information. Treat social media like any other professional communication tool. Do not post any confidential information about the University of Dayton, our students, faculty, staff or alumni. Adhere to all privacy policies and applicable federal laws, such as FERPA (Family Educational Rights and Privacy Act) and NCAA regulations.
2. Be timely, relevant, interesting, creative and accurate. If you make an error, correct it as soon as possible by posting a clarification while leaving the thread of conversation intact.
3. Follow copyright and fair use guidelines.
4. Don't use the University of Dayton logo for endorsements; i.e., a product, political candidate or party.
5. Be transparent about the goals and purpose of your page.
6. Be respectful. Any content posted on a social media platform invites comment and could provoke controversy. Monitor the comments. Since you are considered a representative of your department, consider your response carefully or, in some situations, respond privately. It is important to address all issues that surface. Do not delete user-contributed content unless it is defamatory, slanderous or profane.

Use of Portal

The University of Dayton's primary internal communication tool, Porches, is accessible by University account holders only. In order for the portal to function optimally for students, faculty and staff, the portal is the assumed single access point and/or repository for online content intended for internal consumption. Duplication or original publication of internal content on other sites is emphatically discouraged. Whenever possible, mixed-audience content should reside on a publically accessible University content management system and linked from the portal. Other applications and hosts should be used only if no central content management system is available to meet the purpose of the content publication.

Use of Google Applications

This policy stipulation applies to Google Applications including, but not limited to Documents, Drive, Groups, Sites, and Images. Google Email does not fall within the scope of this section.

Whenever possible, university content should be housed on a University content management system. When no central tool is available for achieving the purposes of the content publication, Google Apps may be used. Sensitive content should not be published via Google Applications.

Use of Third-Party Applications

University content published via externally-operated applications must be treated in the same manner as any other University content covered by this policy and must abide by the requirements and guidelines of this policy.

VI. REFERENCE DOCUMENTS

- A. UDiT Security, Privacy and Acceptable Use Policies
http://www.udayton.edu/udit/service_level_resources/policies/index.php
- B. University of Dayton Policy for URL Assignments
- C. University of Dayton Brand Guide - <http://www.udayton.edu/brand/>
- D. University Marketing Services Web Style Guide
http://www.udayton.edu/marketing/services/resources/files/web_guide.pdf
- E. Faculty Handbook
- F. Student Code of Conduct

VII. MAINTENANCE OF POLICY

This policy is reviewed and updated by the Web Management and Advisory Team.

VIII. VERSION HISTORY

Revision	Date	Author	Notes	
1.0	Aug 31, 2012	E. Timmons		
2.0	Sep 28, 2012	E. Timmons	"Specifications and Guidelines" section added	