



## **POLICY STATEMENT**

### **Website Policy Statement**

**SU Policy Number: 501-001.0**

#### **ORIGINATING OFFICE**

Office of External Relations and Communications

#### **PURPOSE**

To develop and maintain a robust content strategy for all of the information housed on the official ship.edu website to ensure that ship.edu serves all constituents in the creation and publication of useful content. This strategy helps to ensure internal and external users have easy access to useful, engaging, relevant and timely information on ship.edu.

This document explains the policy and procedure governing formatting, creation, editing and updating of content housed on ship.edu. Compliance with this policy will ensure that Shippensburg University's webpages best serve the university as the most widely used access point for contact with customers (parents, prospective students, employees, et.) while still providing necessary information to be shared and accessed by internal audiences.

This policy provides the framework of responsibilities and accountabilities to govern information posted on ship.edu and the university's intranet. Communications and Marketing maintains oversight and control of all ship.edu content and can make changes if parameters of this policy are not followed. All ship.edu pages must adhere to the requirements defined by this policy.

#### **SCOPE**

This policy applies to and governs all valid ship.edu users serving as web content editors to ship.edu and the content created for departments, offices, programs and special initiatives.

#### **OBJECTIVE**

To organize, streamline and enhance ship.edu to create an effective and strategic marketing and recruiting tool that is accessible to students (current and prospective), faculty, staff and administrators.

Content creators will adhere to approval processes using common templates and best practices in hierarchical structuring to ensure consistent quality and that information is kept current.

## DEFINITIONS

Intranet – A private network accessible only to Shippensburg University accounts. It is an important point of internal communication and collaboration, and provides a unified university starting point to access internal resources.

Content editors - those with access to update and make changes to ship.edu. Lead editors are responsible for the work of support editors.

Primary pages - defined as any page officially representing a unit of the university that serves as a first-level point of contact to external audiences. These pages adhere to the university established website structure (developed through Communications and Marketing & Web Services) and have a similar aesthetic. Authority and administration of primary pages is administered by Communications and Marketing through the University Digital Content Producer.

Secondary pages - defined as pages hosted by units providing additional information about programs or services. These pages report official university activity, but are designed to illustrate personality or uniqueness of the unit. These pages may have a finite duration, and should be evaluated at the start and end of each academic semester to determine their relevance and timeliness. Content editors administer secondary pages, but must adhere to this policy.

Unit – an official university department, college, office or program.

## POLICY

Each unit hosting any primary or secondary page will appoint a lead content editor (must be a faculty or staff member) who is the liaison with University Communications and Marketing through the University Digital Content Producer. Support content editors of the unit may have access and can include faculty, staff and graduate assistants. Use of student workers as support content editors must be approved by University Communications and Marketing. Approved students will work under the supervision of the unit's lead content editor.

Requirements for all Ship.edu pages:

1. Information must be university related and must be accurate
2. copyrighted material must have appropriate permissions
3. all laws must be adhered to
4. Design and navigation consistent with ship.edu primary pages. This will help users navigate our sites and see Shippensburg University as a cohesive brand.

## RESPONSIBILITIES

The Human Resources department is responsible for notifying the Communications and Marketing Web team about changes in employee status so that references of employees on the ship.edu website can be updated and maintained appropriately.

## PROCEDURES

Event information should not be housed on individual primary or secondary pages. Any campus event should be submitted through the official events channel, events.ship.edu.

### Duplicate Information

Information housed on ship.edu should not be duplicated. When it is necessary to refer to content already housed on ship.edu, the content editor should link to the original information page.

### Video Content

Video content is encouraged on ship.edu, and should be embedded from youtube.com. Only video content produced or approved by Communications and Marketing is permissible on ship.edu.

### Accessibility

Shippensburg University is committed to continuously working to improve and ensure access to ship.edu for all, regardless of ability or access methods. All new and preexisting content should conform to the World Wide Web Consortium (W3C) Web Accessibility Initiative's (WAI) Web Content Accessibility Guidelines.

To affirm our commitment, employees designated as website content editors will be trained in the functions of web accessibility best practices. Periodic compliance scans of the existing website may be conducted to monitor and correct accessibility issues.

### Oversight

Sites at ship.edu are expected to adhere to the highest standards of quality ensuring maintenance of Shippensburg University's stellar image, and observing these guidelines.

The External Relations Division will be responsible for ensuring adherence to the guidelines in this policy, issuing exemptions, and overseeing maintenance and upkeep of the University's visual standards. The division retains the right to modify or delete content that does not adhere to policy and to revoke editing privileges.

University Communications & Marketing and the Office of Educational Intelligence & Technology will work with the University Web Content Advisory Committee to periodically review design and content guidelines for ship.edu.

### SHIPPENSBURG UNIVERSITY INTRANET

The purpose of the Intranet is to share relevant information among staff and faculty to support the delivery of university services, and to capture key documents and forms for use by holders of a ship.edu email address. The use of the intranet is intended to enhance communication and effectiveness throughout the University.

Shippensburg University maintains an intranet for documents that may need to be accessed by internal audiences such as students, faculty and staff. Examples of documents that should exist on the intranet and not on ship.edu are:

1. Forms/program sheet depicting updates to catalog
2. Newsletters – current and archived for 1 academic year
3. Faculty Forms/Information

Much of the information housed on ship.edu must be shared with public audiences. To avoid duplication of content, the Intranet pages should contain links to the external facing website when necessary. Information published on the University Intranet should not be considered confidential and may need to be disclosed to comply with freedom of information, environmental information regulations or data protection laws. The Intranet is not intended as a substitute or replacement for shared drives used for record keeping or sharing.

**OVERSIGHT**

It is the overall responsibility of each unit to ensure that content is current and up to date and is in line with university procedures. All intranet content should adhere to the University's Communication and Information Network Usage Policy. Content housed within the intranet should otherwise adhere to the standards outlined for public content within this policy.

**RESCISSION**

**APPROVALS**

Executive Management Team

**FILENAME:**

501-001.0 Website Policy Statement

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**DISTRIBUTION:**

Public