

University of New England

UNE WEB PUBLISHING, CONTENT AND ONLINE APPLICATIONS POLICY

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1. Rationale and Scope

The aim of the UNEweb is to provide information about the diverse offerings and achievements of UNE to its stakeholders and communities, in a way that protects, promotes and enhances our brand and image, and meets enrolment, teaching and learning, research, community and partnership goals; to provide access to electronic resources and information; to facilitate interaction between members of the UNE community; and to facilitate business processes.

Any information disseminated in a public forum has the potential to impact UNE's image and reputation negatively. Staff members dealing directly or indirectly with the web process need to be aware of the way the University may be perceived and represented.

This policy is written with the UNEweb Content Management System (CMS) in mind. From January 2007, all content published via the University web presence will have been migrated to, or developed in the CMS, except where approval has been granted by the WAG.

This policy specifies minimum requirements for the web sites of the faculties, schools, directorates, organisations and affiliates of the University of New England. Its purpose is to ensure consistency, accuracy and protection of the identity and image of the University; limit the legal liability of both the University and the users of web facilities; and ensure efficiency and quality assurance.

The policy applies to all materials mounted on UNE Web Servers or other servers funded by University budgets or representing UNE or any part of UNE. These materials must comply with local, state and federal laws and with UNE's policies, rules and guidelines.

The Director ITD or delegate has responsibility for UNE's mission-related web pages and policies governing the use of those web pages.

2. Principles

2.1 The web procedures are designed to maintain the integrity of the University brand and maximise or enhance the University's image in the public arena and to ensure the aim of the UNEweb, as

stated above, is supported.

- 2.2 University web facilities or infrastructure must not be used for private commercial purposes or private financial gain. Personal web pages will only be included in the UNEweb with the approval of the Vice-Chancellor.
- 2.3 Web site maintenance and review must be an integral part of the administration of each faculty, school, directorate, organisation or affiliate of the University of New England that has materials on the UNE web presence.
- 2.4 Every public web page on the UNE web presence must be reviewed and approved before being published as specified in the Web Publishing Guidelines.
- 2.5 Each faculty, school, directorate, organisation and affiliate in the UNE web presence will nominate individuals to manage and review their web content through the CMS, and any pages that remain outside the CMS as stipulated in the Web Publishing Guidelines.
- 2.6 Information published on the UNEweb must not contravene the UNE Privacy Statement or the UNE Code of Conduct with respect to privacy and confidentiality.

3. Policy

3.1 Brand and Image

All authorized contributors to the UNE web presence must use the web facilities in a manner that will promote the University and recognise and protect the University's brand and image. Compliance with the UNE Brand Policy and Visual Identity Guidelines is mandatory.

3.2 Proscribed Content

The UNE web presence or infrastructure must not be used for sending, displaying, receiving or publicising links to materials which are offensive or illegal and must comply with the Rules for the Use of University of New England Computing and Communication Facilities.

3.3 Official Documents

The UNE web presence is not a repository for official documents and corporate records. All official documents and corporate records must be stored in the University's records management system. The source of all documents published on the UNE web presence must be the official record stored in the University's record management system. Official documents from this source will be published on the web according to the procedures specified in the Web Publishing Guidelines. All links to such documents must be to the records management system's source document; no electronic copies will be allowed on the UNE web presence outside the University's official records management system.

3.4 Design

All pages that are part of UNE's web presence must adhere to approved layout and navigation requirements. These are embodied in the templates both within the CMS and the template to be used for pages outside the CMS.

3.5 Review Cycle

All pages that are part of UNE's web presence must be reviewed prior to publication and subsequently reviewed regularly as specified in the Web Publishing Guidelines, which will contain a schedule of persons who may approve pages. For pages that are maintained in the CMS, this review process is embodied in workflow.

3.6 Accessibility

Web pages on the UNE web presence must comply with disabilities access legislation, particularly the Disabilities Discrimination Act 1992. The University of New England endeavours to make its pages and applications WAI-Priority I compliant.

3.7 Advertising

University of New England web pages must not contain advertising for commercial entities or include third-party logos without advance written approval of the Vice-Chancellor's nominated delegate. Directors and senior officers may be allowed approval in specific cases. The request for approval is on the recommendation of the Director ITD and must include sign-off by the UNE Brand Officer.

UNE content supplied to external web bodies for non-UNE advertisements must comply with the UNE Advertising Policy.

3.8 Copyright

The UNE web site is subject to the Copyright Act 1968 (Cmth.). Written permission from the copyright owner is required before material (including text, audio, images and video) can be published to the UNE web site, unless such inclusion is expressly permitted by law, or unless UNE owns the copyright.

3.9 Metadata

Metadata is to be included on every page that is part of the UNE web presence in accordance with the Web Publishing Guidelines, and implemented via the metadata capture functionality in the CMS.

3.10 Site Hosting

Affiliated organisations, such as research centres, hosted on UNE servers must clearly define their association to UNE on their web pages. Such organisation web pages are subject to the brand and image policy (point 1 above).

4. Procedures

- 4.1 Compliance with UNE web presentation standards is managed through the CMS and the templates it contains.
- 4.2 Compliance with the approval process and review cycles is managed through the CMS workflow.
- 4.3 Presentation templates are designed and developed by the Information Architect and conform to branding and image guidelines defined by Marketing and Public Affairs. Marketing and Public Affairs approves major changes to the presentation templates. The Director ITD is to be consulted if problems arise, or if such changes constitute a change to web strategy.
- 4.4 Users of the UNE web presence may direct requests to change presentation templates or to allow variations for specific sites or pages to the Director ITD.
- 4.5 Any publication or application on the site that infringes this policy or significantly restricts or affects resources available to others may be removed from the site on the authority of the Director ITD until the problem is resolved. Serious breaches of this policy will constitute a breach of the University regulations, whether or not an offence under the above laws is committed.
- 4.6 All scripts and common gateway interface's must be approved by the delegate of the Director ITD.
- 4.7 Metadata standards, taxonomies and vocabularies will be designed and maintained by the Web Information Architects and approved by WAG.

5. Definitions

UNEweb Content Management System (CMS) – The UNEweb Content Management System (CMS) is software used to manage the process of creating, publishing, maintaining and editing content on the web.

UNE's Web Presence – The collection of web pages and online applications that represent the University of New England; the totality of the UNE web site.

Web Publishing Guidelines – Rules that guide the appropriate implementation of the UNE Web Policy.

Information Architecture – The organisation of information through layout, navigation and search functionality.

Metadata – Information about data, describing the content and characteristics of data.

cgi – 'Common Gateway Interface'; this is a standard way for data to be passed between web applications.

ANNEXURES:

[UNE Web Publishing Guidelines](#)

[Rules For The Use Of Information And Communication Facilities And Services](#)

[The Internet and Music - Important Copyright Information](#)

[Copyright guidelines for staff](#)

UNE Brand Policy

[UNE Advertising Policy](#)

[UNE Visual Identity Guidelines](#)

[UNE Privacy Statement](#)

[UNE Code of Conduct](#)