

Berry College Web Presence and Publishing Policy – *Draft in review*

Mission of Berry College Web Initiative

To communicate and promote Berry College through a user-centric online presence that is developed using common Web standards and proactively maintained. Resources developed as part of this presence should:

- Support the college's strategic plan
- Foster learning and engagement
- Support the recruitment of quality students
- Positively promote and enhance the Berry College identity
- Promote campus vitality
- Integrate with other Web-based campus resources as needed
- Evolve in parallel with schools considered peer or aspirant

Purpose of Policy

This policy seeks to establish authority, responsibilities and actions for continued development of the Berry College public Web presence. This helps to ensure that applications, structure and content constituting this presence be:

- Accurate, timely, relevant and authoritative while forming a coherent whole
- Consistent with the college graphic identity, branding strategy and Web design best practices
- Assigned to responsible parties adequately trained in site maintenance

Appropriate Use

Access to Berry College Web publishing and electronic communication resources is a privilege, not a right. These privileges can be revoked at any time if misused or abused, even if unintentionally. Web activities, application development and information publishing must be consistent with all college policies and practices, including the *Computer Use and Ethics Policy*, *Intellectual Property Policy*, *Viking Code* and *Faculty/Staff Handbook*, as well as U.S. Code Title 17, the *Digital Millennium Copyright Act* and other federal and state statutes. In addition, official Berry-managed social media sites should adhere to the *Berry Social Media Best Practices* document.

Responsibility and Authority

Public Relations and Marketing (PR) is the over-arching authority for the messaging, editorial and graphic integrity of Berry's public Web presence and in this capacity reserves the right to review and edit Web content at its discretion. PR is also responsible for development of news and promotional messaging for core sections of Berry's Web presence.

E-communication Services (ES) is the electronic communication arm of Public Relations and Marketing responsible for:

- Public Web and related server configurations, organization, publishing permissions, installed services/components, databases and metrics reporting
- Information architecture, design and content of Berry's Web presence and related applications
- Campus-wide Web content publishing efforts and coordinating ongoing training for Web Content Stewards

- Monitoring of Web resources to ensure compliance with the college's *Graphic Style Guide*, including the *Addendum for Electronic Communication, Web Presence and Publishing Policy*, and best practices for Web publishing and social media
- Messaging, monitoring and maintenance through official social media channels

ES does not manage servers or Web-based interfaces relating to enterprise and student information systems (i.e., VikingWeb, PowerFAIDS), though they may assist with interface and graphic design to ensure that these resources properly reflect the Berry College brand.

Web Section Administrators are responsible for actively managing the quality, timeliness and accuracy of Web content posted in their respective areas. They are responsible for reviewing, approving and managing faculty, staff and/or student Web Content Stewards within their areas and for assuring compliance with this and all related policies. A Web Section Administrator is typically, but not exclusively, a dean or director.

Web Content Stewards (Posters) are responsible for collecting content from subject matter experts/resources within their area, then editing and publishing well-formed instances of this content using the Berry Web content management system. They are responsible for soliciting necessary approvals from respective Web Section Administrator before publishing, and must make sure their designated Web content is produced in accordance with approved standards, guidelines and best practices. In addition, Web Content Stewards must complete and participate in training sessions as required by ES. A user group meeting, referred to as the Berry Web Support Group, is held once per semester as a means of informing Web Content Stewards of changes and updates pertaining to the college's Web presence. These meetings are also used to provide guidance and to solicit feedback from the group. Web Content Stewards are greatly encouraged to attend these meetings.

The **Website Advisory Committee (WSAC)** comprises ten campus representatives, as defined by the committee's charge, and helps to ensure that public Web content, structure, tools, policies and support best address the concerns and needs of all Berry College constituencies. This group advises E-communication Services on campus Web initiatives and priorities, and makes recommendations for future electronic communication-related enhancements as needed. The Website Advisory Committee meets at least once per semester to discuss Web initiatives and priorities.

Policy Statements

Berry College Web pages, affiliated Web pages, Web applications and electronic publications are official college publications. The content of these publications is the property of Berry College except as provided for in the Berry *Intellectual Property Policy*. As official Berry College publications, they are subject to the college's *Graphic Style Guide*, including the *Addendum for Electronic Communication*. Use of the college name, symbols, emblems, logos and/or colors must follow rules set forth in this guide. Pages, content and data that constitute these publications must also comply with this policy as well as the *Computer Use and Ethics Policy*.

Core Web Pages are the top-level, entry and organizational communication Web pages of the Berry College public Website that are the responsibility of E-communication Services. These pages must:

- Use official college templates and designs
- Follow the Berry *Graphic Style Guide*, including the *Addendum for Electronic Communication*

- Reside on a college-managed server and under a college name space (i.e., www.berry.edu)
- Follow Web design and development best practices
- Be reviewed and maintained on a regular schedule
- Conform to Level A accessibility standards while striving to achieve Level AA conformance

Department Web Pages are public Web pages that contain information about academic departments, administrative offices, programs, events, etc., of the college. The content of these pages is the responsibility of the respective Web Section Administrator and must be proactively maintained by the designated Web Content Steward. Department pages must:

- Use official college templates and designs
- Follow the Berry *Graphic Style Guide*, including the *Addendum for Electronic Communication*
- Reside on a college-managed server and under a college name space (i.e., www.berry.edu)
- Be managed via the official Web content management system
- Follow Web design and development best practices
- Be reviewed and maintained on a regular schedule
- Conform to Level A accessibility standards

College-affiliated Web Pages are Web pages developed, maintained or hosted by entities other than Berry College but that are used by the college to conduct official business or to represent the official voice of the college. These Web pages, which include official Berry-managed social media sites:

- May use college-branded templates, designs, word marks and logos
- Must comply with the Berry *Graphic Style Guide*, including the *Addendum for Electronic Communication*
- Must be assigned both a Web Section Administrator and a Web Content Steward
- May be linked reciprocally with the official college Web pages

Organization Web Pages are pages developed by recognized organizations that may be referenced via links from the official site. Recognized organizations may request Web space or a wiki account through E-communication Services. Student organizations should request accounts through the Student Activities office. In most cases, organization pages should not use official Berry College Web templates, the Berry College logo or the Berry College seal. They must display a disclaimer in the footer of each page stating:

“In the spirit of educational growth and communication, Berry College provides limited Web space to recognized campus organizations. The content of these pages is the sole responsibility of the organization.”

Personal Web Pages are pages hosted on Berry servers or under a Berry name space, but for which the content is not managed by the college (i.e., facultyweb.berry.edu). These pages are published and maintained as academic or informational resources by individual faculty or staff members and may be linked to from official college directories. These pages:

- Should not use official college templates, designs, symbols, emblems or logos

- Must comply with all college policies and practices
- Should include a disclaimer in the footer of all pages stating:
“In the spirit of educational growth and communication, Berry College offers personal Web space to faculty and staff. The content of these pages is the sole responsibility of the individual.”
- Must not be used to conduct commercial business endeavors. Berry reserves the right to deny or remove hyperlinking to any personal site that includes commercial business endeavors.

Links to any personal Web site from Berry-managed public sites must open in a new browser window.

Other Web Pages

Web pages and electronic publications not created or managed by Berry College may not use college-branded templates, symbols, logos, seals or recreate content developed by the college.

Page Responsibility

All core Web pages, department Web pages and college-affiliated Web pages must be assigned a designated Web Section Administrator and a Web Content Steward. Pages found not to be in compliance will either be removed or be directly administered by E-communication Services.

Content Maintenance

All core Web pages, department Web pages and college-affiliated Web pages shall be reviewed and updated as necessary at least once per calendar year to assure accuracy, currency and compliance with college policy and guidelines. E-communication Services reserves the right to review, edit or remove Web content at its discretion.

Applicability

The current version of this policy is published at <http://www.berry.edu/web>. As revisions are made and approved, copies will be posted on the website and emailed to all members of the Website Advisory Committee, designated Web Section Administrators and Web Content Stewards. This policy applies to all members of the Berry College community and governs all college Web pages, college-affiliated Web pages and electronic publications as defined in this document.

Exceptions

Requests for exceptions to this policy should be made in writing and sent to the Director of E-communication Services, with copies sent to the Assistant VP of Marketing and Public Relations, as well as the director or dean over the area requesting the exception.

For questions regarding this policy, please contact Cameron Jordan, Director of E-communication Services at 706-368-6747.