Georgia Southern University

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Online Resource Ownership, Control, and Use Policy

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ONLINE RESOURCE OWNERSHIP, CONTROL, AND USE POLICY (UNIVERSITY WEB POLICY)		
Area:	Communications and Marketing	Number:
Applies to:	All University Employees	Issued:	January 18, 2023
Sources:		Revised:
		Reviewed:
Policy Owner:	Vice-President for Communications and Marketing	Page(s):	5

I. Purpose

The purpose of this policy is to:

A. Establish policies to ensure that Georgia Southern University (University) online resources (e.g., internet domains, websites, user uploaded content, web or mobile apps, and official social media accounts) are consistent with the University's identity standards and reflect the University's official brand and messaging and comply with Board of Regents and University policy, and all applicable laws and regulations, including those related to accessibility.

B. Establish processes by which Georgia Southern University's online resources are created and reviewed for compliance with established policy, standards, and guidelines.

II. Policy Statement

A. The Georgia Southern University web presence is an important part of the University's identity. Use of official University web templates is required for all Georgia Southern University academic, administrative, and outreach unit web pages to strengthen the brand and promote accessibility. All institution owned online resources are the property of the University and under its exclusive control. The University has the exclusive authority over all institution online resources it owns or controls and the exclusive authority to acquire additional online resources in its name in the future.

B. University online resources are official Georgia Southern University publications and are therefore subject to the same policies and standards for University printed publications as found in the Division of Communications and Marketing Policies and Identity Standards Guide. In addition, University online resources are subject to the University's IT Appropriate Use Policy and Domain Name System (DNS) Policy.

C. Online resources for all academic, administrative and outreach units must be maintained in systems authorized by the University's Chief Information Officer.

D. The University's content management system will be managed by the Information Technology Services (ITS) University Web Team and the University Communications and Marketing (UCM) Web Content Team.

E. University online resources shall use the Georgia Southern University [Identification Standards Guide](#) and maintain appropriate use of the University's name, symbols, emblems, logos, seal, colors or mascots in accordance with the [University Identity Standards Guide.](#)

F. Georgia Southern University reserves the right to take action to ensure compliance with the [Digital Millennium Copyright Act](#) and to prevent activity in violation of that Act from taking place within the University's electronic environment.

G. Georgia Southern University upholds the accessibility standards established by [Section 508 of the Rehabilitation Act](#). Additional resources may be found on the [WordPress Training and Support site](#).

H. Georgia Southern University reserves the right to remove any content that is found to be in violation of law or University policy or that is determined, in the sole discretion of any Content Editor, to be inappropriate in any way from any Georgia Southern University online resource, server or communications system.

   1. The UCM Web Content Team, with final authority resting with the University's Vice-President of Communications and Marketing, will remove links to illegal or inappropriate materials or any other materials that are inconsistent with the University messaging from University online resources.

   2. Any content improperly published to any University online resource should not be viewed as endorsed or condoned by the University or otherwise interpreted as representing the views of the University and will be removed.

I. Online resources not officially affiliated with the University, including personal web pages and electronic publications of University employees and students, shall not exhibit facsimiles of University templates.

J. The Office of University Communications and Marketing must be informed of a social media account tied to or representing Georgia Southern University before the account becomes active.

K. Social media accounts provided an/or authorized by Georgia Southern University must be managed by a full-time University faculty or staff member who has an @georgiasouthern.edu email address. The Office of University Communications and Marketing must be informed of the name of the person(s) managing the account and their current and correct contact information.

L. The Office of University Communications and Marketing has the right to determine the following:
   - if a social media account should be opened or closed
   - if a social media manager should be relieved of their social media duties
   - if the University's Social Media Guidelines are violated and content should be removed.

III. Scope

This policy applies to:

A. All members of the University community and governs all online resources, web storage, and communications systems utilizing the University network or namespaces, regardless of ownership.

B. All University online resources and electronic publications with communications from Georgia Southern University campuses, centers, colleges, departments, divisions, research facilities, extended programs and other official University organizational units, programs, senates or associations.

IV. Exclusions

This policy does not apply to the following:

A. Course pages in an online learning management system.

B. Personal web pages and electronic publications of University employees or students not housed or maintained on a University network.

V. Definitions

A. <u>ITS/UCM Web Team</u> – employees from ITS and UCM who routinely work together to develop and maintain the University's web information systems.

B. <u>Personal web pages and electronic publications</u> – web pages and electronic documents created by individual artists, authors and scholars which may be related to the individual's role within the University but do not officially represent Georgia Southern University and are not housed in University Systems.

C. <u>Content Management System (CMS)</u> - a system maintained by the ITS/UCM Web Team that allows University units to update website content in a timely manner and with minimal technical knowledge.

D. <u>UCM Web Content Team</u> – employees of the UCM who have overarching responsibility for University online resources.

E. <u>Content Owners</u> – individuals identified as having authority over media for a division or unit and issued account access by the UCM Web Content Team to all online resources within their division or unit.

F. <u>Content Editors</u> - individuals identified by Content Owners and issued account access by the UCM Web Content Team to one or more online resources within a division or unit's network of websites for the purpose of maintaining and updating content.

VI. Roles & Responsibilities

A. UCM is responsible for:

- Coordinating all University information and publications, and for assuring consistency of messages and images. UCM shall have authority over all University online resources.

- Working with areas of the University in reviewing deviations from policy and in ensuring that all procedures are followed.

B. The ITS/UCM Web Team is responsible for:

- Implementing and maintaining the University CMS, appropriate security controls, and official University web templates.

- Monitoring all University online resources for functionality, performance, general

compliance with policies and adherence to the University's [Web Presence Guidelines](#).

- Managing the University home and top tier landing pages.

- Providing technical assistance to University divisions and units via an established escalation path.

- Acting as technical resource to the Web Advisory Council, Vice-President of Communications and Marketing, and the CIO (or CIO's designee).

C. Content Owners are responsible for:
- Assigning Content Editors for all University online resources within their unit.

- Ensuring online resources within their purview comply with the University's policies and standards and all applicable laws and regulations, including those related to accessibility.

- Communicating with the ITS/UCM Web Team regarding website problems, requests and needs.

- Representing their unit on the WAC.

- Escalating technical support issues and requests to the appropriate University resource.

D. Content Editors are responsible for:

- Assuring web pages and electronic publications within their purview comply with the University's policies and standards.

- Communicating with the Content Owner regarding problems, requests, and needs.

- Keeping online resources up to date and accurate.

- Ensuring online resources within their purview comply with the University's policies and standards and all applicable laws and regulations, including those related to accessibility.

E. The role of the Web Advisory Council (WAC):

- A consulting and advisory group made up of Content Owners, the ITS/UCM Web Team, and the UCM Web Content Team.

- Consults with the UCM Web Content Team regarding the execution of the University web strategy.

- Acts as the liaison between the members' respective units and the UCM Web Content Team.

- Provides the CIO and the Vice-President for Communications and Marketing with input regarding the operation and utilization of online resources.

- Provides a forum for all stakeholders in the University web strategy to share their ideas and solutions to problems as well as opportunities for collaboration with other members of the University community with regard to the University web strategy.

VII. Enforcement

    A. Information Technology Services will operate Georgia Southern's external online environment, including the CMS and will enforce technical standards, including security and maintenance protocols. UCM will enforce graphic and content standards. The WAC will assist in explaining the oversight process. The final authority for enforcing the Online Resource Ownership, Control, and Use Policy (University Web Policy) lies with the Vice-President of Communications and Marketing.

    B. Procedures for the implementation, operation and enforcement of this policy may be found in the University External Web Presence Procedures & Guidelines.