For Brandon University
Web Policies

Introduction
The Brandon University World Wide Web (WWW) will be successful if it attracts prospective students; markets the university and its resident expertise; and swiftly guides all users to all resources. Using a coordinated effort and a standardized visual identity system creates and reinforces a positive image of Brandon University as a credible institution.

Official Pages
Official Pages are pages which represent the University, its offices and programs. All official pages are posted on Brandon University’s main server identified by the web address WWW.BRANDONU.CA. All pages will use a consistent design strategy to provide an electronic identity.

The Vice-President Academic is responsible for the first two level web pages and issues related to content, policies and connectivity of all official pages.

General Policies
1. The University home page will provide a gateway to guide external and internal users to information they seek. All official pages must be accessible to and from the University home page or its subsidiary pages.
2. All published pages on Brandon Universities network must be consistent with other University policies and standards.
3. Faculties and departments are responsible to create and maintain pages and the page content. Each unit is also responsible to ensure web pages comply with established University Policies. Each page will display the latest revision date and email address for the person or office responsible for the content. The unit head, dean or director must approve pages representing their unit prior to publishing on the University web site.
4. Page designers will not duplicate content on their pages. Links will be used to guide the user to relevant information.
5. Units must obtain written permission when creating web pages that reproduce a substantial part of a copyrighted document or image. When links are made to existing pages, the owners and/or creators of the page should be notified and acknowledged.
6. Web pages cannot contain unsuitable language or images or be used in any illegal activity. Authors assume responsibility of editorship, publishing and distribution and may be held responsible for content.
7. The University name and/or University logo cannot be used as an endorsement for organization products or services.
8. Pages cannot be used for private financial gain or compensation not relevant to the University.
9. Web page access and disk space for page/document creation/maintenance is a privilege, not a right and can be revoked by the University.

Unofficial / Personal Pages
Any page not described as an Official web page shall be considered an Unofficial web page. This includes personal web pages. These pages cannot state or suggest views contained on the page are in any way official views of the University.
These pages will be deleted as part of the normal deletion of user accounts.

Technical
1. Pages will be designed to load as quickly as possible. Large files should be broken into smaller linked files.
2. Computer Services and the Web Coordinator will provide technical support.
3. The Web Coordination will provide training and may suggest better practices for Web Page development.
4. The Web Coordinator shall be notified with any additions, deletions or updates to official pages on the University Web Site to ensure links are established or maintained.

**Actions**

Web pages and/or documents not meeting standards as stated in this policy will be deleted.

Approved by President’s Advisory Group
June 14, 2000