	Website Governance and Maintenance	**Approved by:** President's Administrative Council **Administered by**: Director, Marketing & Communications
Administrative Policy	**First Approved:** June 14, 2000	**Updated:** April 3, 2019

Brandon University ("the University") is committed to providing a safe, welcoming and productive online environment for students, staff, faculty and visitors.

1.0 Scope

This policy applies to all students, staff and faculty of the University, as well as individuals responsible for content published on the Brandon University website.

2.0 Policy

The University website ("the website") includes BrandonU.ca, all subdomains, pages and subpages, and related websites owned, operated or administered by the University.

The website is an essential and strategic communications platform and marketing tool which provides worldwide access to all aspects of the University. The primary objectives of this policy are to ensure the website:

a) Showcases the University's best qualities and projects a positive image;
b) Provides a place for timely and transparent sharing of information to the campus community and worldwide;
c) Maintains a consistent standard that best represents the University's mission, vision and brand through standard practices, roles, responsibilities, and design;
d) Facilitates an experience that fosters a positive digital relationship with all users, in particular students and prospective students, and provides information quickly, easily and in an accessible fashion;
e) Presents a consistent and intuitive user experience; and
f) Meets the requirements of legislation including the Accessibility for Manitobans Act and the Freedom of Information and Protection of Privacy Act.

The University reserves the right to revise or delete content that does not meet General Content Guidelines, standards and requirements of other applicable University policies.

3.0 Definitions

3.1 **General Content Guidelines** – Guidelines regarding the development of, maintenance of and responsibility for websites and social media sites.
3.2 **Editors** - Faculty, staff, students or other individuals granted permissions or access to create, edit, remove and/or publish website content on the website.
3.3 **Workflow** – Oversight, vetting and approval process to ensure website content aligns with the University's goals.

3.4 **Website Categories** – Groups of webpages that require similar workflows for content creation, editing and approval.

3.5 **Web Team** — BU staff or contractors whose primary responsibility is creating, maintaining or updating the website, as determined by the Director of Marketing & Communications.

4.0 Accountability

The Director of Marketing & Communications is responsible for the communication, administration and interpretation of this policy.

5.0 Review

Formal review of this policy will be conducted every three (3) years with the next scheduled review date 04/2022. In the interim, this policy may be revised or rescinded if the President deems necessary or if there are changes within legislation requiring such.

6.0 Previous Policies

Web Policies (June 14, 2000)

7.0 Reference

7.1 Sources. Not applicable

7.2 Related documents
- Board of Governors Policies https://www.brandonu.ca/governors/board-policies/
  o Use of the University's Name and Marks
  o Poster Policy
  o Computer Acceptable Use Policy
- Accessibility for Manitobans Act (AMA) http://accessibilitymb.ca/
- Freedom of Information and Protection of Privacy Act (FIPPA) https://www.gov.mb.ca/chc/fippa/
- Marketing and Communications documentation:
  o Brandon University Visual Identity https://www.brandonu.ca/communications/visual-identity/
  o Website Categories (under development)
  o Web Strategy (under development)
  o Social Media Policy (under development)
  o Training and Style documents

Procedures

1. General Content Guidelines
a) All web content should strive to meet the primary objectives of the Website Governance and Maintenance Policy, as outlined in Sec. 2.0
b) Web pages must not contain unsuitable language or images.

c) Web pages must not be used in illegal activity.
d) Web pages must not present incorrect or misleading information.
e) Editors assume responsibility for publishing and distributing and may be held accountable for content.
f) Paid advertising or promotion may be considered on some parts of the website, if consistent with the University's goals.
g) Users must not unduly trade on Brandon University's name, logo or reputation. Web pages must not reflect or imply unauthorized endorsements of products or services.
h) Web pages must not be used for private financial gain or compensation not relevant to the University.
i) Data collected through the website must be treated in accordance with the law and current best practices.
j) Web page access and storage space is a privilege, not a right, and may be revoked at the discretion of the University.
k) Some pages hosted on Brandon University's servers may be deleted as part of the University's normal process of deletion of unused user accounts.

2. **Website Categories**
The Web Team will structure the website and web pages to present information to users in an intuitive and accessible manner under the following general categories. The Web Team will be responsible for determining which pages are Official, Associated or External.

a) Official pages — Core BrandonU.ca pages that feature full Brandon University branding. Editors on these pages can draft changes to content that are approved by the respective Unit Head and the Web Team. Major changes should be prepared in partnership with the Web Team. The Web Team will remain responsible for design, layout and structure.

b) Associated pages — BrandonU.ca pages that may include some Brandon University branding (eg. "People", conference pages). Editors can make changes directly to the live site, subject to Web Team monitoring and oversight. The Web Team may be consulted with respect to design, layout and structure.

c) External pages — Sites or pages not featuring main Brandon University branding but hosted on Brandon University servers or otherwise affiliated with Brandon University (eg. Bobcats/HLC or independent groups using BU hosting). Editors can make all changes as needed and consult the Web Team for support.

3. **Content Management Responsibilities**
Web Team
   a) Access and administer all aspects of BrandonU.ca by reviewing all edits made to ensure quality control and brand consistency in layout, design and style.
   b) Ensure BrandonU.ca content is consistent with University standards and General Content Guidelines ensuring clarity, accuracy and consistency to meet user expectations.
   c) Provide training and technical support to Editors, as individuals or in groups.

    d) Grant appropriate access to Editors upon approval of Unit Head.
    e) Ensure training and support documentation are updated to reflect current practice.
    f) Edit or decline content that is not consistent with the University's Content Management Guidelines and provide rationale to the Editor.

Faculties, departments and administrative areas are responsible for creating and maintaining pages and page content within the University's requirements.

<u>Unit Head</u>
    a) Oversee website content representing their unit, ensuring it meets the General Content Guidelines.
    b) Determine responsibilities and select Editors for their area.
    c) Contact the Web Team when permissions should be granted or removed.

<u>Editors</u>
    a) Undertake formal training and be familiar with the Web Team's style documents in order to become adept at editing website content.
    b) Update content to their area's content management system in accordance with the University's General Content Guidelines.
    c) Contact the Web Team for additional training and technical support as needed.

4. **Content Approval**
The University Web Team may revise or delete content that does not meet General Content Guidelines, standards and requirements of other applicable University policies.
    a) Web Team may edit and/or decline an Editor's revisions and provide feedback to the Editor.
    b) Should the Editor disagree with edits, they may discuss further with their Unit Head, who may contact the Web Team for additional information.
    c) Should the Unit Head disagree with edits, they may contact the Web Team for additional information and subsequently, discuss with the Director, Marketing & Communications.
    d) If the Unit Head and Director, Marketing & Communications cannot resolve, the matter will be referred to the President's Executive Committee for decision.

5. **External requests**
Members of the public and other users of the website are welcome to offer comments, suggestions and complaints regarding the content, structure or design of the website.
    a) The Web Team will take appropriate steps to address the comment or resolve any complaint, if practical. The steps taken, rationale for not taking any steps, or acknowledgment of the suggestion, will be communicated back to the originator, if possible.
    b) If the originator is dissatisfied with the outcome, or the Web Team is unsure how to proceed, the issue will be referred to the Director, Marketing & Communications, in conjunction with Editors, Unit Heads or other relevant University parties if necessary.

c) Outstanding issues that cannot be satisfactorily resolved will be referred to the President's Executive Committee for decision.

6. Inquiries may be made to
   - Web Team web-feedback@brandonu.ca
   - Marketing and Communications Communications@BrandonU.ca

All Administrative Policies and Procedures are available in PDF format at
https://www.brandonu.ca/vp-finance/policies/
Alternate formats are available upon request by contacting the Office of the Vice-President (Administration & Finance) at admin.finance@brandonu.ca or (204) 571-7850.