Web policy

Document type: Policy   Document number: Rt 291/14

1. Purpose

The purpose of this policy is to govern the corporate control and management of the website of the University of Pretoria (hereafter referred to as "the University"). The aim of the policy is to ensure that staff, students, suppliers and contractors of the University adhere to the web guidelines and standards in order to support the University's Webometrics ranking, its positioning as an international research-intensive university and its brand.

2. Organisational scope

This policy is applicable to the public website of the University (hereafter referred to as "the UP website") and therefore to all faculties, support service departments and other units of the University that publish a public website.

3. Policy statement

As stated in the University's strategic plan, UP 2025, the website, as an official communication channel of the University, plays an important role in the positioning of the University as a research-intensive university.

The creation and dissemination of knowledge is a defining characteristic of universities and is fundamental to the University's mission to promote research, teaching and learning and integrating engagement with society and communities. The use of web-based delivery of information is increasingly central to carrying out the University's mission. Acknowledging this fact, the University is committed to ensuring equal access to information for all its stakeholders.

This policy establishes standards for all University web pages linked to/from the UP website. It is intended to establish and maintain a coherent appearance for the University, promote a positive image and ensure accountability for information presented in the name of the University.

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

4. Roles and responsibilities

Department/designation	Role/responsibility
Registrar	• Oversight of the UP website.
Client Service Centre (CSC)	• Responsible for the operational governance of the UP website. • Responsible for the execution, control and management of all aspects related to the UP website. • Responsible for setting standards for the corporate appearance and structure in collaboration with the Web Committee. • Responsible for the web content management system and for managing the content of the UP main website in such a manner that the University is optimally positioned in terms of Webometrics, academic content and its brand. • Responsible for the main website and has to approve all corporate websites including the front pages of the websites of faculties, support service departments and other units of the organisation that can be accessed directly from the corporate UP website.
Institutional web manager	• Responsible for strategic and operational planning and implementation as well as training and technical support. Technical interface with iGroup/service provider.
Web administrator	• Responsible for training and technical support and for development of new sites.
Web news editor and senior web journalist	• Responsible to write, edit, and publish articles for the main page in cooperation with the faculties and Department for University Relations. The web news editor is responsible to manage the main page news as a vehicle to position the University as a leading research-intensive university.
Web Committee	• Chaired by the Director CSC and is a subcommittee of the Information and Technology Committee (ITC) • Consists of the Institutional web manager, Directors and representatives from Information and Technology Services (ITS), Department of University Relations (DUR), Department of Education Innovation, Department for Research and Innovation Support (DRIS), Library Services and the Head of Department:

	Information Science.
Information and Technology Services (ITS)	• Provision of information technology services and maintenance.
Department of University Relations	• Responsible for contributing to the news page in cooperation with the faculties and the web news office at the CSC. • Provision of brand guidelines to align the visual elements of the website with all other communication and marketing collateral of the university.
Webmasters/publishers	• Responsible for content addition, updates and publishing of web content.
Language Unit	• Responsible for editing and translation where required.

5. Website accessibility information

The University is committed to providing equal access to its web sites and web-based information for all users. This includes persons with disabilities accessing the web through disability software/hardware.

In order to ensure equal access to information for all users, all the University's websites should comply with the Web Content Accessibility Guidelines (WCAG) 2.0 (http://www.w3.org).

These standards have been created as part of the Web Accessibility Initiative (WAI) (http://www.w3.org/WAI), a working group of the World Wide Web Consortium (http://www.w3.org), to ensure that web content is accessible to all. Section 508 of the USA Government Rehabilitation Act (www.w3.org) outlines many of these necessities.

6. Website content management

The use of the UP content management system for corporate websites is compulsory. All existing corporate websites have to be transferred to the new content management system (ZeroPoint).

All faculties, support services and other units in the organisation are responsible for ensuring the accuracy and appropriateness of the information published on their websites.

Each faculty must ensure that all the departments and organisational units within that particular faculty comply with the policy requirements, guidelines and standards.

Responsibilities and duties in respect of the management and maintenance of sub-websites are delegated to faculties, support services and other organisational units whose sub-websites are published under the up.ac.za domain. The website guidelines govern the use of other domain names.

7. Exceptions

The CSC web office manages a process for dealing with exceptions, that is, special requests that are received to compile web pages outside of the content management system and domain name. The website guidelines provide information on how exceptions are dealt with.

8. Web brand standards

The University is committed to being a leader in South Africa and internationally and its digital environments should strive to portray this leadership position by effectively employing the latest web technologies and trends where appropriate. This necessitates redesign from time to time to ensure that the visual, navigational and technical standards conform to international best practice.

The University's public web brand standards call for all websites and collaboration platforms to follow a uniform standard. UP websites make use of a common technology platform with a semifixed design where common elements are shared. The principle of consistent presentation, behaviour, style and design is applied throughout, enabling visitors to navigate seamlessly from site to site within the UP domain.

9. Advertising

Content on any UP website must be for information purposes or related to the teaching, learning and research mission of the University. Advertising for profit purposes; or content posted in exchange for financial gain is strictly prohibited.

10. Domain name and hosting

The official University of Pretoria domain name is www.up.ac.za. All official UP websites must use the UP domain name.

The UP web content is externally hosted by iGroup nationally and internationally. The hosting relationship is managed and guided by contracts and agreements.

11. Proprietary rights

The copyright and other intellectual property rights (which include the University's brand and logo), which are owned by or licensed to the University, existing in and attaching to this website, are the property of the University. These include but are not limited to text, content, design, layout, graphics, organisation, digital conversion and other information related to the website.

Users are granted a non-exclusive, non-transferable, revocable licence to:
- o access and use the UP website strictly in accordance with these terms;
- o use the UP website solely for personal, non-commercial purposes; and
- o download or print out or distribute content from the website, or any part thereof, solely for personal, non-commercial purposes, provided that all copyright and other intellectual property notices are unchanged.

Any reproduction of the content of the UP website, or a portion thereof, must include the following copyright notice: ©University of Pretoria. Users who wish to use the content from this website for commercial purposes may only do so with prior written permission from the University.

12. Privacy

The University is firmly committed to protecting the privacy of users of the website. No personal information about users of this website will be disclosed to a third party without the prior consent thereto by the user. (Personal information shall at all times be dealt with in accordance with the provisions of the Protection of Personal Information Act, 2013 (Act 4 of 2013).)

The University reserves the right to automatically collect information on users' usage of the website (for example, via cookies) in order to improve users' browsing and interaction with the University and for non-personal statistical purposes.

13. Associated documents

This policy should be read in conjunction with the Brand policy, the Social Media policy and the associated documents listed below.

- Website guidelines
- UP public website brand standards
- Privacy policy and terms of use – UP websites
- E-commerce facility disclaimer
- Instructions, terms and conditions for online credit card donations, electronic fund transfers and direct deposits

14. Responsibility for implementation

The Office of the Registrar has overall responsibility and accountability for the implementation of the web policy.

The Director: CSC is the policy owner.

All faculties, support service departments and other units in the organisation will be required to implement and execute the formal web policy.

15. Policy life cycle

Three years.

16. Document metadata

Document number:	Rt 291/14
Document version:	Final draft 2014-09-25 Approved version 2014-09-30
Document approval authority:	Executive
Document approval date:	2014-09-30
Document owner:	Director: Client Service Centre
Document author/s:	Web Committee, Legal Services and the Institutional Manager: Information Governance