

# Corporate Website Management Policy

## Section 1 - Overview

(1) The University of New England's Corporate Website Management (CWM) Policy addresses online representations of the University, its staff and partners within the context of its web pages. As a public representation of the University, it is necessary that all online content maintain a consistent, appropriate and effective presence for the organisation's external market while fulfilling the requirements of government regulations and meeting the needs of internal stakeholders.

(2) The [Corporate Website Management Policy](#) aims to:

- a. protect, promote and enhance UNE's brand and image;
- b. enhance the customer experience and satisfy the enquiries of those visitors and users of the site, by offering engaging content, focused upon end user needs;
- c. provide a framework to assist in the delivery of consistent, appropriate, professional and effective website communication for a range of audiences;
- d. ensure the Australian Government's Web Content Accessibility Guidelines (WCAG) (enabling access and engagement for persons with a disability) are achieved and quality and best practice are maintained; and
- e. reduce complexity and duplication of website content through website management and maintenance efforts.

(3) This policy informs the UNE [Corporate Website Management Procedures](#) and associated UNE Website Management Guidelines and should be implemented in conjunction with the related policies and associated documentation listed at the conclusion of this document. The Procedures provide a framework for operationalising the policy, including guidelines and approval processes for webpage content. Detail relating to specific types of website content including images, video and other media as well as information relating to the development of pages from a user perspective, is found within the UNE Corporate Website User Guide.

## Section 2 - Scope

(4) The policy applies to the publication of online content representing UNE and its partners within a website environment, including but not limited to authorised users of UNE's online Content Management System (CMS) who are authorised to create and/or publish content for the University of New England's corporate website.

(5) There are a number of third party corporate systems and applications accessible via portals from the University's CMS that are not controlled by the University of New England. In the case of these applications, the procedures relate to the branding, styling and content that is managed within the application by UNE.

## Section 3 - Policy

(6) Only authorised users who have undergone appropriate CMS training are to publish content within the UNE corporate web environment, subject to their allocated role and approval through the relevant approval process described in the UNE Corporate Website Procedures.

(7) All online content published on behalf of UNE is to be checked for accuracy, accessibility and duplication of currently published information, and must adhere to UNE's strategic objectives, branding guidelines, web design and content standards and website management procedures, by:

- a. Ensuring material to be placed on UNE websites has been approved through the appropriate approval structures and staged through the University's CMS;
- b. Meeting UNE's online design, content, photography, and media standards and using only approved CMS templates;
- c. Adhering to the intent of any specific area of the website to service an audience or customer type through consistency of design and tone of voice as outlined in the web and brand guidelines provided to content creators and publishers, and

(8) The Chief Marketing Officer (or his/her delegate) reserves the right to access, edit and delete content published on behalf of UNE which breaches this policy, is deemed inappropriate or does not acceptably represent UNE.

(9) Custom coding, third party software, designers, vendors and/or applications are only to be used with the approval of the appropriate University authority and with the knowledge and approval of the Chief Marketing Officer in his/her role as Policy Administrator.

### **Online advertising/commercial endorsement**

(10) University of New England web pages must not contain advertising for commercial entities or include third party logos without advance written approval of the Vice-Chancellor and Chief Executive Officer's nominated delegate. Directors and senior officers may be allowed approval in specific cases. The request for approval is on the recommendation of the Chief Information Officer and must include sign-off by the UNE Brand Officer. UNE content supplied to external web bodies for non-UNE advertisement must comply with the UNE [Advertising Policy](#).

### **Record Management**

(11) Record keeping of information will be in accordance with the [Records Management Rule](#).

### **Authority and Compliance**

(12) All UNE Representatives who are authorised users of the University's online systems must comply with this policy.

(13) The Chief Marketing Officer is authorised to make procedures to operationalise and administer this policy.

## **Section 4 - Definitions**

For the purposes of this Policy the following definitions apply.

(14) CMS: Content Management System — software system used to create, edit and approve content for online publication. UNE's CMS is a customised version of Squiz Matrix.

(15) Content: text, images, documents, videos, narratives and any other information that is made available (published) online.

(16) Content Ownership: refers to the allocated party/ies responsible for areas of published content and its maintenance.

(17) Users: content creators and editors of the University website.



## Status and Details

<b>Status</b>	Current
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<b>Unit Head</b>	Anthony Smith Executive Principal Brand Partnerships & Business Development 0267732777
<b>Author</b>	Anthony Smith  0267732777
<b>Enquiries Contact</b>	UNE Marketing +61 2 6773 4217

## Glossary Terms and Definitions

**"UNE Representative"** - Means a University employee (casual, fixed term and permanent), contractor, agent, appointee, UNE Council member, adjunct, visiting academic and any other person engaged by the University to undertake some activity for or on behalf of the University. It includes corporations and other bodies falling into one or more of these categories.