Corporate Website Management Procedures

Section 1 - Overview

(1) These procedures provide a framework to operationalise UNE's Corporate Website Management Policy, which has been developed to ensure consistency of brand, effectiveness of message and content style within the context of the University's webpages. The procedures outline the framework for webpage approval and the relationship between levels of web authors and editors at UNE, as well as providing links and information about supporting documentation developed to assist authors in the step-by-step development of their webpages.

(2) The procedures are also complemented by the UNE Website Management Guidelines, which provide detailed instruction relating to the appropriate development of website content.

Section 2 - Scope

(3) The procedures apply to web content developers 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 or any other site associated with the *.une.edu.au/*domain, used to promote the University's mission, message, products and offerings, output, property, staff, strategy and commercial objectives.

(4) There are a number of third party corporate systems and applications accessible via portals from the University's CMS, 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 - Procedures

Governance

(5) In accordance with the UNE Corporate Website Management Policy, the management of the University's online brand is the remit of the Chief Marketing Officer and the Web Management Unit. This unit will apply the Corporate Website Management Policy and the UNE Web Management Guidelines under the authority of the University's Online Governance Committee.

(6) The University's Online Governance Committee is chaired by the Chief Marketing Officer and consists of representatives from academic and professional areas across the University. As a single body and within the context of the web environment, the Online Governance Committee is responsible for representing the University on a range of issues affecting internal and external website audiences and visitors and providing guidance to the University community upon matters of:

a. Compliance with external legislation relating to content accessibility or other visual and ethical issues
b. Changes to corporate software and hardware relating to the development and use of the UNE website
c. Training for University staff in relation to website content development and management.

(7) The University's Online Governance Committee's Terms of Reference outline the authority and power available to the Committee, including the Committee's capacity to escalate branding and content issues to the Vice-Chancellor and Chief Executive Officer as required.

(8) The University's web content is separated into distinct microsites, each with its own information architecture. These include:

   a. Public site (including information for future students, community, media, alumni and School websites etc.)
   b. Library Services
   c. Staff
   d. Current students
   e. UNE identity

(9) All content pages, folders, images, mp3s, video files, pdfs and other documents uploaded to the University's CMS are referred to as 'assets'.

Workflow and approval

(10) Groups hold permissions for content and asset approval process within specifically assigned areas of the CMS.

(11) Workflow is an approval process that determines who will check content before it is published to the live web environment. It is designed to maintain quality and ensure compliance and consistency of style. Requirements vary according to the type of content (prominence, location, usage) and the business area and will be implemented on a case-by-case basis.

Accessibility

(12) The UNE website and other online content is to be equitably accessible by all staff, students and visitors.

   a. The University will comply with the Web Content Accessibility Guidelines (WCAG), which provide instruction for making content accessible, primarily for disabled users, but also for all user devices including mobile phones.
   b. Content is to be written in plain English with the most important and relevant information at the top of the page.
   c. Using colours and fonts outlined within approved style sheets, ensures headings, body text and links are represented using hexadecimal colours and in a consistent manner.

UNE official documents and policies on the web

(13) The University CMS is not a document repository for storing files and documents for business purposes, there are alternative solutions to provide online access to business records.

Section 4 - Definitions

(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.

Status and Details

Status	Current
Effective Date	27th July 2015
Review Date	1st August 2017
Approval Authority	Chief Marketing Officer
Approval Date	10th February 2014
Expiry Date	To Be Advised
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