# WEB GUIDELINES

*A Guide to Page Creation, Maintenance and Oversight*

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# I. HISTORY AND INTRODUCTION

The University has sought to establish a unified graphic identity and navigation approach to its website since the 1990s. Over the years, the University periodically updated the design of the website through focused projects concentrating on the homepage and other strategic pages.

Despite these continued improvements, the widespread and decentralized nature of the Web made it difficult to maintain a unified graphic identity and navigation for the site, leading to a decision to implement a campus-wide content management system. Following an exhaustive evaluation process, The University of Scranton selected Hannon Hill's Cascade content management system in 2007. Transition to Cascade was guided by the broadly representative Committee on University Image and Promotion.

First implemented in 2001, the University's Web Guidelines underwent substantial revision and subsequent review by various governance bodies in 2007 and 2012. The Web Guidelines are maintained by the Vice President for External Affairs in consultation with the Committee on University Image and Promotion.

In 2012-13, the University began a major overhaul of the website to freshen the look and content of the homepage, section pages and landing pages and to implement a responsive web design that presents content in ways that are optimized for the device of the visitor (i.e. desktop, tablet or mobile).

# II. PURPOSE OF THE WEB

The University of Scranton's Internet website (scranton.edu) serves a number of essential purposes for external and internal audiences – education, research, academic and business processes, information sharing, and marketing (e.g. branding, admissions and promotion). The University's Intranet (my.Scranton.edu, course support, etc.) exists primarily for educational, administrative and research purposes, while its Internet 2 connection is exclusively for education and research.

# III. WEB GUIDELINES

## A. Web Content Management System (CMS)

### 1. Overview
A content management system (CMS) is a collection of tools designed to make it easier to create, modify, organize and manage information on a website.  Authorized departments and individuals on campus submit requests to the Planning and Information Resources division, via its Technology Support Center (TSC) request system to gain access to the Content Management System for creation of Web pages and/or maintenance of existing pages in the CMS. Requests are also made through the TSC request system for desired changes to Web pages and Web forms that are not yet migrated to the CMS. These requests are acted upon by PIR's IT Development and Applications (ITDA) department staff. If changes are requested to any "official" Web pages, then ITDA notifies Marketing Communications for response or approval. The CMS empowers users and groups to make their own updates and changes to Web pages. The tools include publishing, format management, revision control, indexing, search and retrieval. The University of Scranton contracted with Hannon Hill for its Cascade Server (CMS) application.

### 2. Roles in the Content Management System
Users and groups on campus use the Content Management System according to the role they are assigned.  Roles define what users and groups are authorized to do in the system.  For example, contributors create and edit pages and then submit projects to a publisher for approval before posting live or publishing content. The Content Management System includes the following roles:

a. **Contributor** is a role in the system and can be assigned to a Group. Contributors are typically responsible for creating or editing content. A Contributor-level user may:

- Navigate through the site structure (read or write access)
- View content (read or write access)
- Edit content (write access only)
- Create new content using Asset Factories (determined by the listing under the New menu) (write access only)
- Copy items (write access only)
- Delete items (write access only)

b. **Publisher** is a role in the system and can be assigned to a Group. The Publisher role allows the same actions as the Contributor and Approver, as well as allows the user to push content out to a live site, either by completing workflow that contains a publish trigger upon completion or by selecting assets he/she has access to and selecting to publish them. A Publisher-level user may:

- Navigate through the site structure (read or write access).
- View content (read or write access).
- Edit content (write access only)
- Create new content using Asset Factories (determined by the listing under the New menu) (write access only).
- Copy items (write access only).
- Delete items (write access only).
- Cancel publishing jobs he/she has initiated.

c. **Manager** is a role that has many of the powers of the highest role, administrator, but those powers are more limited in scope. Generally, the manager role is used to assign administrator-level privileges to a site or sub-site.

d. **Administrator** is a role in the system that permits full, uninhibited access to any asset and/or area of the system. A user assigned the administrator role has access to both the standard " Home" area where web page assets are managed and the " Administration" area where advanced system entities and publishing can be configured. Because an administrator has access to everything within the system, the role is assigned sparingly in cases where it is essential.

## B. Official Pages

### 1. Definition
Official pages are those most closely linked to University branding, recruitment and promotion. The Scranton website includes more than 125 "official" pages. Official pages include the University's homepage and section pages that are located along the main navigation bar.

### 2. Development and Maintenance of Official Pages
The Marketing Communications Department is responsible for developing and maintaining official pages in consultation with relevant departments.

3. **Requesting Changes to Official Pages**
   One of the best things about the Web is that it isn't made of stone. There is nothing that we have created on it that can't be corrected, altered or in some other way improved. At the same time, the University is cautious about making major changes to official pages. Departments can relay suggestions, concerns or changes about Official pages to Marketing Communications.

4. **Academic Program Pages**
   Academic program pages serve as entry points or "landing pages" for prospective students and other guests through Web searching. Ideally, the content of these pages consists of a combination of catalog material and input from the academic departments or program directors associated with the program. Catalog content associated with these pages mirrors that which appears in the *Undergraduate Catalog* and/or *Graduate Studies Catalog* to avoid confusion or error. As with program copy for the *Undergraduate Catalog* and/or *Graduate Studies Catalog*, changes to catalog content of program pages are undertaken through the curriculum review process that culminates with the Office of the Provost. Program directors or academic departments are encouraged to provide original content for program pages to make them as dynamic and engaging as possible.

## C. Divisional and Departmental Pages

1. **Definition**
   These pages are associated with University divisions, departments and programs.

2. **Oversight of Divisional, Departmental and Programmatic Pages**

   a. Divisional Pages: Divisional pages that are not considered "official" are the responsibility of the divisional vice president or his/her designee. Divisional vice presidents should appoint a contributor(s), and/or publisher(s) to develop and maintain Web content in the CMS.

   b. Academic Departmental Pages: Academic department pages are vital for prospective students, current students and faculty. Departments are encouraged to maintain their pages and to develop content on their pages that reflects the distinctive interests and qualities of the faculty and their discipline. Academic departments should appoint at least a contributor and approver for their pages in the CMS and can request to have a person designated as a publisher following appropriate training.

   c. Administrative Departmental Pages: Administrative department pages provide important information for members of the University community, prospective students and employees, and general visitors to the website. Departments should identify contributors and approvers to develop and maintain content on relevant Web pages in the CMS. At the discretion of the Divisional Vice President, departments can request to have a person designated as a publisher following appropriate training.

3. **Identity Standards**
   Divisional, departmental and programmatic pages reside in the Content Management System and must conform to the University's Identity Standards and Web Stye Guide.

## D. Personal Pages

1. **Definition**
   Pages associated with individual faculty, staff, administrators and students and hosted on the University's website.

## 2. Disclaimer and Oversight

Pages for faculty, staff, organizations, departments and students do not necessarily reside in the CMS and are accessible through the Campus Contacts page (link in the header of the new template and the footer of the previous design). The page includes a link for a disclaimer located at the following Web address: http://www.scranton.edu/includes/web-disclaimer.html.

## E. Issues and Concerns About the Content of Pages

### 1. Official Pages

Issues or concerns regarding the content of Official Pages should be directed to Marketing Communications.

### 2. Academic and Administrative Departments

Academic and administrative departments are responsible for the content and accuracy of their Web pages. Issues or concerns about these pages should be directed to the manager or Department Chair who is responsible for the department.

### 3. Personal Pages

Issues and concerns about the content of personal pages are addressed through the University's Code of Responsible Computing. The University's Code of Responsible Computing provides "guidelines for the administration and use of all computing resources at The University of Scranton." The Code outlines specific unauthorized uses of computing resources and sets forth the expectation that each user "...shall act in an ethical manner consistent with the stated goals and mission of The University of Scranton."

## F. Media Content on the Web

The Content Management System includes tools that make it easier for users to upload photographs, video, audio or other media content onto pages. Media content added to University Web pages must adhere to applicable laws and regulations, including those that govern intellectual property and privacy.

# IV. SOCIAL MEDIA WEBSITES

Social media sites such as Facebook, Twitter, Linked In, Flickr and YouTube are exciting new channels through which members of The University of Scranton community can share knowledge and connect with key audiences, including prospective students, current students, alumni and the general public. The University maintains official pages on several social media networks and encourages participation in online communities by departments, programs, clubs and organizations.

## A. Official Social Media Pages

Marketing Communications manages the University's official social media pages, including, but not limited to, the following:

- Facebook
- Twitter
- LinkedIn
- YouTube
- Flickr
- FourSquare

Marketing Communications actively maintains the content on the University's official social media pages, uploading news and information gathered from across the campus. These channels are available to departments, clubs or organizations seeking to promote activities, events or accomplishments. Requests should be directed to socialmedia@scranton.edu.

## B. Social Media Pages for University Departments, Clubs and Organizations

### 1. Responsibility for Content

Similar to the Web Content Guidelines in place for University websites, departments, clubs and organizations are responsible for the content and accuracy of their affiliated social media pages that include a direct reference to The University of Scranton. Issues or concerns about the content of these pages should be directed to the manager or Department Chair who is responsible for the department.

### 2. Secondary Information Source

Social media channels affiliated with the University do not replace pages that reside on the University's CMS-driven website, our primary presence on the Web. As such, social media must always be secondary information sources. All event information, organization descriptions, and other website content that appears on a department's or office's social media site should also appear on their corresponding University of Scranton CMS website.

### 3. Adherence to Applicable Laws

Content posted to social media channels affiliated with the University must adhere to the same federal and state laws that govern privacy and the sharing of personal information (e.g. FERPA). Social media sites must not, therefore, share confidential or proprietary information about the University, its students, its alumni or employees.

### 4. Proper Use of University Trademarks and Copyrights

"The University of Scranton," the seal, wordmark and other marks are protected by federal tradmark and must be used as specified in the Identity Standards Manual available on the Marketing Communications website. Marketing Communications is responsible for ensuring the proper use of University trademarks and copyrights.

### 5. Code of Responsible Computing

Individuals administering social media sites and those posting on their behalf must abide by the University's computing policies, which are available on the University's website at http://www.scranton.edu/pir/policies.shtml. The Code of Responsible Computing provides "guidelines for the administration and use of all computing resources at The University of Scranton." The Code outlines specific unauthorized uses of computing resources and sets forth the expectation that each user "...shall act in an ethical manner consistent with the stated goals and mission of The University of Scranton."

## V. WHO DOES WHAT: STAFF ASSIGNED TO THE WEB

There are several positions at the University that play some part in developing, maintaining or coordinating Web pages and content. They are:

## A. PIR Web Support and Application Development

The Planning and Information Resources (PIR) division is home to several different departments that assist with University website support, and development of Web-based software applications. Services can be requested via the Technology Support Center. ITDA maintains users, groups and workflows in the Web CMS, and works in conjunction with Marketing Communications and the IT Systems &

Operations group to manage and test CMS software upgrades. Maintenance, development and technical support for content within the my.scranton.edu portal is offered by ITDA, and it should be noted that University departments may work with ITDA to develop and maintain customized content within my.scranton via the CMS.  ITDA also builds custom, database-driven, Web-based applications and software that are made accessible via the my.scranton.edu portal, and the University's public website.

## B.  Web Designer/Developer

Reporting to the Manager of Creative Services, the Web Designer/Developer assists the University in designing, developing and maintaining top-level Web pages in technical compliance with the Content Management System.

## C.  University Editor

Reporting to the Manager of Creative Services, the University Editor serves as editor of the online *Undergraduate Catalog*, develops content for new and official pages, and assists in maintaining official social media content.

## D.  Manager of Creative Services

Reporting to the Director of Marketing Communications, the position assists in the development of new pages and assists in managing content of "Official" pages on the Web.

## E.  Director of Marketing Communications

Reporting to the Vice President for External Affairs, the position provides oversight and direction for the content of "Official" pages on the Web, for overall website design and functionality, and for official social media content.

## F.  Vice President for External Affairs

Reporting to the President, the position provides broad oversight for the University's web and social media strategies and is responsible for maintaining the Web Guidelines, in consultation with the Committee on University Image and Promotion.

Figure 3.  Course Descriptions Page

# APPENDIX I
# ACADEMIC USES OF THE WEB

The Web is a valuable opportunity to present creatively and dramatically departments, academic and extracurricular programs, and the faculty members that make it all work. Academic use of the Web is ultimately governed by academic freedom, as described in the Faculty Handbook, and the Code of Responsible Computing. Each academic department will have pages on the University's website created and maintained by the department using the University's Web Content Management System (CMS), and structured by the templates provided in the CMS. These pages present the formal administration of departments and the curricula that comprise academic programs, that is, the material approved and published in the catalog. The content of these pages require approvals from the chair of the department or the program director and the relevant dean.

## A. Academic Department Page

The academic department page (see Fig. 1 and Fig. 2) serves as the entry point or "landing page" for prospective students and other guests through Web searching. Except for a the top navigation bar and a block containing Admissions information, the content of this page consists of input from the academic department chairperson or the program director and faculty associated with the program, as approved by the Dean. The faculty of the programs are encouraged to provide original content for program pages to make them as dynamic and engaging as possible.



Department Page: Fig. 1 (left) shows content areas controlled by departments outlined in red. Fig. 2 (right) is a live page.

## B. Academic Program Pages

The academic program page (see Fig. 3) provides official University information that appears in the *Undergraduate Catalog* or the *Graduate Catalog.* As with program copy for the published catalogs, changes to catalog content of program pages are processed through the same curriculum review process that culminates with the Office of the Provost.  In addition, each program will have a *course descriptions* page that is also taken directly from the catalog through a link to the published catalog which is maintained by the Marketing Communications (see Fig. 4).



Figure 3.  Academic Program Page
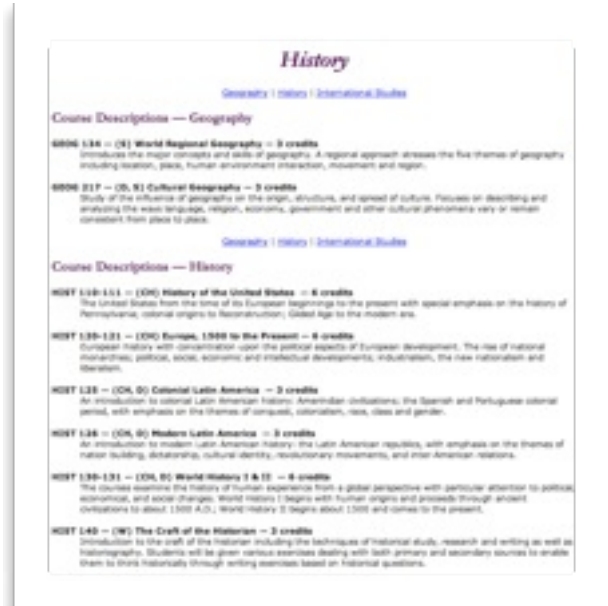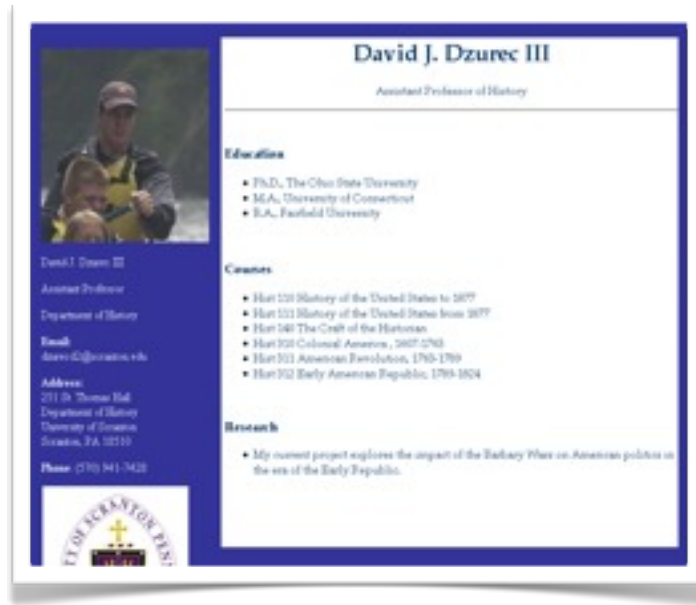


Figure 4.  Course Descriptions Page

In most cases the links in the left- and right-hand navigation bars on department and academic program pages will relate directly to the operation of the department and academic programs of study, therefore these pages should be created using the three- or two-column templates within the CMS.  Examples of this are (but are not limited to) links to a staff page, student clubs, student/faculty research opportunities, career opportunities, alumni news, faculty news, etc.  Links and RSS feeds to websites outside the University can be included in these bars. The same left-hand navigation bar will appear on all of the two-column sub-pages that are included in the department's directory tree.

## C. Faculty Homepages

These pages are available externally on the Web, and thus allow the faculty member to present her or his work to the public as well as to our academic community. The University does not control nor is it responsible for the content in the faculty homepages. Faculty pages are covered under the provisions of academic freedom in the Faculty Handbook and the University's Code of Responsible Computing. Unlike the department and program pages, there is no approval process for faculty homepages.

Faculty members are encouraged but not required to develop homepages. Development of these pages can be done using third party software or using the CMS. Faculty homepages linked from the department's staff page can be as simple as a one-page curriculum vita as in Figure 5 or as extensive as a multi-page website such as shown in Figure 6.  Multiple pages may include information on a faculty member's course offerings, publications, research, and opportunities for student-faculty research.

Figure 5.  One-Page Faculty Homepage



Figure 6.  Multi-Page Faculty Web Site

# APPENDIX II
# SOCIAL MEDIA TIPS AND BEST PRACTICES

## Gauge Your Commitment

Social media channels are most effective when content is fresh and interactive. While it is relatively easy to set up social media pages, University departments, clubs and organizations must reflect on the time commitment necessary to develop and upload content and to respond to input from users. At minimum, they require a weekly commitment of two to three relevant postings for each social media outlet. Before creating a separate social media presence for your department, club or organization, consider whether you would be better served by working with the Department of Marketing Communications to make use of the University's official social media pages.

## Not Individual Pages

Departmental or club accounts must be treated more professionally than individual accounts (e.g., a personal Facebook page) and must contain reliable, factual, and updated information regarding the Scranton office or group they represent.

## Understand Your Strategy

Social media efforts should be part of a larger communications strategy. Know what you're trying to accomplish, and why. Who is your audience? What do you want them to do? Is social media the best way to do this?

## Identify yourself

When participating in or maintaining a social media site on behalf of the University, clearly state your role and goals. Keep these in mind as you determine the most effective use of social media to deliver your message. Never hide your identity for the purpose of promoting Scranton through social media.

## Be accurate

Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that's how you build community.  If you make an error, correct it quickly and visibly. This will earn you respect in the online community.

## Be respectful

As a member of the Scranton Community, you understand the University's commitment to the freedom of inquiry, respect for others and the civil and thoughtful discussion of ideas.  Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the University and its institutional voice.

An excellent example of guidelines as to how and when to respond to negative comments is the Air Forces' flow chart of posting response assessment which can by accessed through this link or as a PDF file on the PR website.

## Be mindful of copyright laws

Show proper respect for the laws governing copyright and fair use of copyrighted material owned by others. Do not use images retrieved from the web without permission from the author or artist.

## Target content to your audience

Post news, events and items that are relevant to your targeted audience. Keep your audience engaged with meaningful and relevant information about the University. Also, make sure to consider the wide range of audience potentially following your site. Before making a post ensure that it will not alienate, harm, or provoke any groups.

## Choose appropriate online names and images

When choosing a name for your account, choose something obvious and relevant. When selecting a page image or avatar, stick to simple graphics that represent the Scranton brand and complies with the University's Identity Standards.

## Be conversational

Remember to talk to your readers like you would talk to real people in professional situations. Avoid overly pedantic or "composed" language. Consider content that is open ended and invites response. Encourage members of the online community to comment and contribute their thoughts.

## Monitoring and upkeep

Assign an administrator who can regularly monitor postings and content. Aim for frequent postings and updates – the recommended frequency is at least once a week. If you invite questions and comments through your blog, Facebook profile, or Twitter account, make sure to respond in a timely fashion

## Measure for results

To evaluate post activity and interaction with a community, make use of analytics and tracking tools. Facebook, YouTube and Flickr have built-in analytics for pages. When posting links on any social media site, we recommend using a link tracking service such as bit.ly. Some Twitter applications have this feature built into their software interface for convenience. These tools can help to refine your strategy and better understand you audience's preferences and behaviors.

## Remember

When you create a social media site and list your affiliation to The University, understand that you are representing The University as a whole and that any poor behavior you exhibit reflects poorly on The University.