



Preamble

The Laurentian University Web policy has been developed to ensure that official information published via the Internet is accurate, well-written, visually appealing, and on par with the same high standards as other official publications which appear in print or other formats.

Our Web site is the world's window into the University. As such, it must reflect Laurentian's overall strategic communications objectives and standards. It is thus important that our Web site respect a basic level of consistency to ensure continuity and ease of navigation.

The quality and accuracy of information published by Laurentian University plays an important role in determining its reputation and professional image.

We also need to make sure that the Web sites have no defamatory content. Not only will this be negative publicity for the university, it is also a liability issue.

The following policy has been developed for Laurentian University Web sites.

Policy

1. Scope

- a. This policy covers all Web sites owned or otherwise representing the institution of Laurentian University, its departments, and solely owned and operated organizations.
- b. The policy does not cover personal Web sites that might be linked to/from a Laurentian Web site or jointly owned Web sites with another independent enterprise unless otherwise agreed.

2. Governance

- a. The Laurentian University Web Steering Committee is responsible for setting the policy and guidelines of University Web sites and will oversee the administration of such.

3. Administration and Operation

- a. In keeping with the University's overall strategic communications objectives, the Public Affairs department is the Publisher and will ensure that content respects official web policy and guidelines. However, given that a Web site for an institution of this magnitude will eventually contain thousands of Web pages, it will be unrealistic to expect Public Affairs to be able to monitor all Web pages. As a result, the following is proposed:



- i. Public Affairs will be responsible for content on the following pages/sections:
 1. University homepage (E&F)
 2. Main University 'News' section;
 3. Main University 'Events' section;
 4. 'About LU' section, accessible from the homepage
 - ii. Public Affairs is responsible for *monitoring* content on all other main navigation landing pages accessible from the homepage and liaising with the appropriate content owners for these sections to ensure that the University's overall strategic communications objectives and web policy and guidelines are respected :
 1. Prospective Students
 2. Students
 3. Alumni
 4. Support LU
 5. Academic Matters
 6. Research
 7. Athletics
 8. Community
 9. Services
 10. Library
 - iii. When informed by internal or external third-parties that a specific departmental Web site is not adhering to web policy and guidelines, Public Affairs will contact the department in question to remedy the situation.
- b. Vice-Presidents, Deans, Directors, Managers and department Chairs are responsible for the content in their Web sites and Web pages. This includes content development, editing (as per web content guidelines), review and approval, and ensuring adherence to official web policy.
 - c. The Computer Services department is responsible for Web site administration and operation including training, web and template development services but specifically not content development, editing, or publishing. Computer Services will provide system administration and operation services including service delivery, availability management, backups and disaster protection.

4. Effective date and transition period

- a. This policy will take effect upon approval of the Laurentian University Web Steering Committee and ratification by the Executive Team.
- b. The web policy will be reviewed annually by the Laurentian University Web Steering committee.
- c. It is expected that all Web sites identified to be in scope will eventually conform to this policy. However, it is acknowledged that this transition period will take time. The Laurentian University Web Steering Committee, with input from the Laurentian University Web Project Team,



will be responsible to approve the specific time schedules for Web site transitions

5. Acceptable use

- a. What is not acceptable:
 - i. Content that is not represented in English and French except as specifically noted in this policy.
 - ii. Content of hate as defined by Laurentian University or Provincial or Federal law.
 - iii. Pornography as defined by Laurentian University or Provincial or Federal law.
 - iv. Content that is defamatory, which includes any written or oral communication about a person or thing that is both untrue and unfavourable.
 - v. Any content not in conformance with the equity and harassment policies of the university.
 - vi. Any content specifically not in conformance with other university policy.
 - vii. Advertisement except where specifically approved by the Laurentian University Web Steering Committee.
 - viii. Any content that is illegal under provincial or federal law or contravenes the *Freedom of Information and Protection of Privacy Act* (FIPPA), or the *Personal Information Protection and Electronic Documents Act* (PIPEDA).
- b. The Director of Public Affairs shall have the authority to immediately remove any web page or web site that he/she suspects violates this policy pending a decision by the web steering committee.

6. Ownership & Copyright

- a. All content is to abide by Copyright law.

7. Content Review

- a. All content must follow a review process before being published. Where possible, there should be a separate approver from the content developer. For institution-wide content, Public Affairs will conduct the review (as per article 3.a)
- b. It is the responsibility of the department to ensure the adherence to this policy for any departmental pages and information added to the staff and faculty directory or other personal pages.

8. Bilingualism

- a. Unless specifically approved by the Laurentian University Web Steering Committee or exempted below, all content is to be published in English and French.



- b. Content required to be in both languages must not be published until it is completely or substantially published in both languages.
- c. All department landing pages must be published in English and French. (The landing page is the first, home, or main page.)
- d. Each page must have a French/English button to enable the user to immediately jump to the corresponding page displaying the other language.
- e. Administrative and student services departments, as well as Faculties' content must be published in English and French.
- f. For academic departments:
 - i. If programs are offered in both languages, then the content must be published in both languages.
 - ii. If the program is offered in only one language then only the landing page, contact information, and other administrative pages need be in both languages. Other pages may be published with content in only one language but the corresponding page in the other must have a disclaimer such as: "This course/program is only offered in French." or "Ce cours/programme est seulement offert en anglais."
- g. Staff or faculty member personal web pages may be published in one language at their discretion.

9. Accessibility

- a. Content will be developed in adherence to the World Wide Web Consortium guidelines (<http://www.w3.org/TR/1999/WAI-WEBCONTENT-19990505>) Is this link up to date? to ensure information is available where possible to people with disabilities.
- b. Specific exceptions may be approved by the Laurentian University Web Steering Committee.

10. Disclaimers

- a. Wherever a menu selection causes a user to access a web page that is not part of a Laurentian web site, there shall be a warning message, clearly visible that the user is leaving our web site.
- b. Wherever a web page is allowed that is personal in nature and managed by a staff or faculty member, that page will contain a footer identifying such.
- c. The Web Content Guidelines provide the acceptable disclaimer language.

11. Security

- a. All web authors, editors, and developer shall not knowingly place any programming code on our web site that may tend to be malicious in nature, surreptitiously communicate information not otherwise allowed, or produce a security risk to the integrity and confidentiality of the university's information and systems.



- b. Account and password information is to be kept confidential at all times and not shared.
- c. The Director of Computer Services has the authority to immediately remove any web page or web site that he/she suspects violates such policy, pending a review and decision by the web steering committee.

12. Format and Identity

- a. All web pages will follow Laurentian University visual identity guidelines.
- b. All Web pages designed and created within the University's content management system (CMS) will use existing templates located within the CMS in which the Laurentian University logo, and hyperlink to the main university Web site, is located in the top portion of the page (header).
- c. Correspondingly, all Web pages should have the standard footer to provide links to contact Laurentian University, as well as the University's web site *Privacy* and *Terms of use* policies. Where possible the footer should match that found on the main site.
- d. All web pages part of the LU website but created outside of the CMS system (and not using pre-designed templates) must be created in consultation with Public Affairs and Computer Services, to ensure adherence to the University's visual identity guidelines, and web policy and guidelines.
- e. All Web pages where possible should adhere to the standard menu structure and format, outlined in the Web Content Guidelines.

13. Periodic review

- a. All content must be kept current.
- b. All web content must be reviewed at least annually by the department or organization responsible for the content and in accordance with procedures approved the Laurentian University Web Steering Committee.

14. Appeal process

- a. An appeal regarding any matter relating to a decision made under this policy may be presented to the Web Steering Committee in a written submission to the Director of Public Affairs.

15. Sanctions

- a. Violation of the policy described above for illegal and unethical use will be dealt with seriously subject to disciplinary procedures of the university.
- b. Illegal acts involving Laurentian University Web services and facilities may be subject to investigation and prosecution.
- c. Violators of the law or the ethical requirements established by the university will be subject to disciplinary procedures of the university.

16. Web content guidelines



- a. From time to time Public Affairs will publish “Web Content Guidelines.” Such guidelines will be approved by the Laurentian University Web Steering Committee.
- b. When Web pages are reviewed as per policy, any Web page not conforming to the current guidelines must be brought into compliance.

Web Content Guidelines

The Laurentian University Web Content Guidelines are intended to supplement the official Laurentian University Web Site Policy and terms of the Policy should be referred to.

The following guidelines were developed for all Laurentian University Web sites as well as Web sites stored on the Laurentian University Web Server (the Server). The content of Web sites stored on the Server will be determined by the individual department/webmaster who will assume responsibility for the accuracy and appropriateness of information appearing on, or linked to, their Web site.

1. General rules:

- a. Information within Web sites must not be intended to advertise or help operate a private business.
- b. There will be no “Under construction” page.
- c. Information that exists elsewhere will be properly referenced rather than reproduced; this applies in particular to calendar information and the information contained in the faculty/staff directory.
- d. Only data relating to your Web site is permitted to be stored within the Server directory.
- e. The information within your Web site shall not present copyrighted material without the author's written consent (when possible, copyrighted material should be linked, not reproduced). This includes pictures (photographs); before the picture of a person is put on the Web site, the written consent of that person has to be obtained. (Note: a consent form will be available from Public Affairs).
- f. There will be at least one person per Web site assigned departmental Content editor rights. This person will be responsible for publishing up-to-date information provided from content authors within the department. He or she will also be responsible for keeping the department material current; and is expected to report significant changes to the Laurentian WebMaster. Content authors and publishers must attend an appropriate training session before Computer Services will enable access to the Content Management System (CMS).
- g. Only data related to a Web site is permitted to be stored within the Server directory/account. Absolutely no other information is permitted to be stored on the Server.
- h. Departmental Heads will be responsible for any information published on their departmental web site, or on web sites falling under the department (including individual faculty pages).



- i. If a departmental Web editor or author is no longer working on your pages or Web site, it is the responsibility of the department Director/Chair to notify the Laurentian WebMaster so that access rights may be removed immediately. If a student assistant departs from the University, it is the responsibility of the department WebMaster to notify the Laurentian WebMaster so that access rights may also be removed immediately.
 - j. Departmental Web editors and authors are responsible for any use or misuse of their web account activity. It is not permitted to logon using another user's authorization. Accounts and passwords are to be used only by the authorized user.
 - k. If a Web site or an external Web site stored on the Server is designed by an external company, only information about that company or acknowledgements may be posted on the Web site. No active link to an outside provider may be defined.
 - l. All persons who wish access to the Server for Web page development must seek approval through the Laurentian WebMaster (webmaster@laurentian.ca) located within the Computer Services' Department.
 - m. Review and Approval:
 - i. Generally, the review and approval of information posted on the Web site will follow the structure of the university. For instance, the Chair/Director is responsible for his/her Department Web Site.
 - ii. For the information on the academic calendar, the approval process will be: Chair/Director, Dean, Academic VP (CELP, CPF, ACAPLAN), Registrar (Senate).
 - iii. Program director for an academic program outside a Department.
 - n. New Web Server users must be affiliated to a Laurentian academic or administrative department or endorsed by a Laurentian student association or group. Authorization from the department Director/Chair will be requested in order to grant access to departmental information.
 - o. File and directory names should not use spaces, (), or dashes - .
2. **The following applies to content displayed on any Web site using the Laurentian Content Management System:**
- a. Every page on the Web site must use designated templates within the CMS system and follow the Laurentian University Web Policy and Guidelines as outlined in this document
 - b. Any link to a server outside the (Laurentian) Server (and which do not use Laurentian's templates) should start in a new browser window.



- c. Upon requests through the WebMaster, customized bilingual "Domain names" can be setup for your Web site. (Ex. departmentname.laurentian.ca and/or departmentname.laurentienne.ca.
- d. In the Departmental Web pages, there should be a departmental home (or landing) page. The first menu items on the departmental pages should be the same throughout the departmental web site:
 - o Department Home
 - o Faculty & Staff ('Staff' only, for non-academic departments/sections)
 - o Undergraduate students (only for academic departments)
 - o Graduate students (only for academic departments)
 - o Career opportunities (only for academic departments)
 - o News and events (where applicable)
 - o FAQ
- e. In the Faculty (Faculty as in Faculty of Management) Web pages, the first menu items on the Faculty pages should be the same throughout the Faculty web site:
 - o About the Faculty
 - o Departments
 - o Undergraduate programs
 - o Undergraduate programs
 - o News and events
 - o Career opportunities
 - o Site map