

## WEB PROCEDURES

### 1. Purpose

These procedures are in support of the Web Policy.

### 2. Scope

These procedures apply to all Websites hosted by or published on behalf of the University or those purporting to be University Websites, containing information regarding the University and /or services / facilities regardless of where a University Website is hosted. It covers all employees, students, contractors and any others who use or wish to use, produce or publish Websites, resources and systems that provide information on or about the University.

### 3. Definitions

**Blogs:** an online diary, personal chronological log of thoughts published on a web page, also called a weblog or a web log.

**Content Management System:** the sole, authorised content management system developed for the administration and moderation of the University's web presence.

**Development / Staging Servers:** servers that are used for pre – live publishing activities.

**Domains:** web addresses, URLs, site addresses, strings of letters used to name organisations and computers and addresses on the internet.

**Websites:** means websites, pages, domains and systems.

### 4. Actions

#### A. Compliance and Branding

The University Website is a moderated Website which means that there is no open publishing as of right.

Rights to produce Websites in the University's Content Management System and Staging / Development Servers and any subsequent live publishing, are only granted where content and design meet the conditions set down within the procedures as administered by the AUT Web Centre.

These conditions may change due to technological advancement, web security considerations, domain changes, branding re – definition and the like.

Prior to publishing, all Websites, must comply with the design and branding specifications as defined within the University templates.

All University Websites must be constructed with the Content Management System and approved templates and hosted on servers managed and maintained by IT Services.

All pages must use the appropriate style, fonts and imagery as designated by the AUT Web Centre for using with the Content Management System.

Any web – enabled or supporting system must only be deployed for use once its graphic interface and imagery has met the approved web branding requirement and appropriate use of brand and image files.

All corporate / generic system branding is to be secondary to the University branding requirement on any University Website and this is to be a key requirement on any Website design brief or deployment.

Logos and corporate acknowledgements, from sources other than the University, are not to be placed on any University Website without the permission of the AUT Web Centre. Such permission will only be given where this material relates to officially University sanctioned sponsorships and associations.

Personal homepages and blogs are not supported by the University and should not be hosted on University servers.

The Web Centre will regularly review the University Website to ensure that pages conform to the generic branding requirements, image and other specifications of the University. There should be no non – compliant pages and any that are found will be removed until such time as the necessary alterations are made.

## **B. Student Sites**

All University student project or student portfolio sites, produced by students as part of their University studies, are to carry clearly a visible and standard disclaimer to the effect that the content and design of such sites do not reflect the position, views or opinions of the University. Any such student project site is to open in a new window from University sites and should be hosted on teaching servers. Only authorised student project sites are to be placed on the University main or teaching servers.

## **C. Domain Names and Addresses**

All web domain addresses (URLs) used by, or associated with, University sites, events, projects, promotions and systems will be sought, allocated and purchased by the AUT Web Centre. To ensure that there is no dilution of the University's main URL brand prominence, any sub domain URL addresses will only be used for strategic and navigational purposes.

Centres, events, journals and any other feature sites requiring domain prominence will have appropriate top level domain names (TLDs) purchased for them by the AUT Web Centre where such use is deemed to be appropriate by the Centre. All redirects from purchased domains to the University Website and sections will be implemented and monitored by the AUT Web Centre.

## **D. Content Management**

The sections of each University Website will have their own content managed by the AUT Web Centre and the site owner's approved 'conduit' staff.

The AUT Web Centre will provide access to the Content Management System, train and monitor the performance of these approved 'conduit' staff. This is in keeping with the University Website philosophy that the owners of the content will manage their content thereby ensuring a dynamic web presence for the University.

Only a designated 'conduit' employee has the permission to update their part of the Website and no other person may do so.

Permission to content manage does not extend to the removal, alteration or modification of the University's templates, source files or navigational elements.

Each page will be thoroughly checked before approval is granted to load to the live site. This pre – publishing vetting will have an emphasis on design, content, spelling and links.

Where web pages are found to contain out of date information, mistakes or are not following the template specifications, the owner of the site or content will be notified and given a limited time by the AUT Web Centre to make the necessary alterations after which the page(s) will be removed from the University Website.

Promotion of links and pages that are not related to the University will only be permitted where they significantly contribute to the presence of the University and match its current online strategies. Where the intent of content is in dispute the AUT Web Centre will consult the appropriate Pro Vice – Chancellor, General Manager, Dean or Director.

#### **E. Legal Compliance**

The content of any University website is subject to the legislation noted in the policy. It is the responsibility of the person delegated by the head of any Unit who owns a sub – site, to verify the correctness of the information they provide and to update the information whenever necessary.

Inappropriate material (at the discretion of the University and including libelous, racist, sexist, pornographic, private and copyrighted material outside the terms permitted in the copyright statement, copyright law and international copyright conventions) and illegal material will not be published on any University Website.

Legal advice should be sought where there is any reasonable doubt as to the appropriateness of material being published. Where there is any reasonable doubt, the AUT Web Centre reserves the right to refer the matter for the attention of the University’s Legal Counsel.

The footer at the bottom of every University web page provides a link to the standard University disclaimer. If more specific disclaimers are necessary for a particular material on any web page, it is the responsibility of the owner of that page to advise the AUT Web Centre and seek the necessary legal advice so that sufficient wording is included.

#### **F. General Requirement**

For equity of access the content of all pages must be cross browser compliant.

All University web pages must have a white background or as per the prior approved templates.

Links to third party or external sites must be presented as ‘pop – ups’ in a separate window thereby ensuring that visitors never leave the University site.

Web pages should not refer to the creator and should not be dated.

Approved University commercial sites will be built within the University’s commercial template.

All University sub sites, of whatever description, must ensure that their pages include the following information:

- an introductory section that details their purpose and relationship to the University;
- sub text, titling and navigational elements in the approved University content template style;
- the services, facilities, support offered on each site must be clearly apparent to the site users and presented in a manner that each visitor will understand; and
- information in sub sites is not to duplicate nor contradict that provided by the main University Website.

All sub sites need to ensure that users can easily contact the site owner by email, postal or physical address, telephone or facsimile.

#### **G. Technical and Image Requirements**

With the advent of the University Content Management System, all University web pages must conform to the technical requirement of this system and the system configuration of the University web servers.

All pages must comply with these technical specifications prior to publishing. The AUT Web Centre will only sign off web pages for live publishing that conform to these specifications.

Image file sizes are generally preset within the University templates.

Permission must be sought and gained in written form for the use of any image on a University site where such an image is copyrighted, defined as being for restricted use or is an individual or a group portrait.

The AUT Web Centre in consultation with the site owner and IT Services will regularly review the technical specifications to ensure they are consistent with new standards as they emerge from the World Wide Web Consortium.

#### **H. Intranet, Portals, Web Systems**

The procedures, requirements and specifications also apply to web pages and content published on the University's Intranet, its portals and web – enabled systems.

### **5. Responsibilities**

**IT Services:** is responsible for reporting non- compliance with this policy and procedures to the General Manager or Dean.

**AUT Web Centre:** is responsible for overseeing all aspects and processes related to the University Website.

### **6. Policy Base**

[Web Policy](#)

### **7. Associated Documents**

Community of Practice Framework for AUT Websites.

### **8. Forms/Record Keeping**

As noted above all University web pages will be constructed in accordance with the University templates for web pages. The AUT Web Centre should be contacted for assistance.

### **9. Implementation**

These procedures will be implemented once they appear on the Policies and Procedures webpage.