



**RHODES UNIVERSITY**  
Grahamstown • 6140 • South Africa

# Rhodes University Web Content Management Policy

<b>Policy Volume</b>	Support Services
<b>Policy Chapter</b>	Information and Technology Services
<b>Responsible Committee/Unit/Division/Faculty</b>	ITSC
<b>Responsible Chairperson/Director/Manager</b>	Director: Communications & Advancement Division (Division for Communication and Advancement)
<b>Dates of First and Subsequent Council Approvals</b>	-
<b>Revision History: Approved Reviews</b>	2019
<b>Review Cycle (e.g. every 2/5/7 years etc.)</b>	3 years
<b>Next Review Date</b>	2022

## 1. POLICY PARTICULARS

<b>1.1 Policy Title</b>	Web Content Management Policy
<b>1.2 Policy Statement</b>	Rhodes University websites are official communication platforms providing information and services required by staff, students and other users. These sites influence the impression that visitors form about the University. They are key to the quality of experience of the University that visitors have and are thus significant contributors to the positioning of the Rhodes University brand.
<b>1.3 Reason for Policy</b>	This policy aims to: <ul style="list-style-type: none"> <li>• Set out standards to ensure consistency, currency, accuracy and reliability of information published on websites.</li> <li>• Ensure that websites provide an efficient and reliable service to users</li> <li>• Outline a system for online content maintenance and development.</li> </ul>
<b>1.4 People affected by this Policy</b>	All units of the University and all Affiliated Entities
<b>1.5 Who should read this Policy</b>	All website owners, content owners and content managers
<b>1.6 Implementers of this policy</b>	Director: Division for Communication and Marketing Manager: Multi-media Platforms Website owners Content owners Content managers
<b>1.7 Website address/link for this Policy</b>	<a href="https://www.ru.ac.za/institutionalplanningunit/policies/policiesa-z/">https://www.ru.ac.za/institutionalplanningunit/policies/policiesa-z/</a>

## 2. RELATED DOCUMENTS FORMS AND TOOLS

<b>2.1 Relevant Legislation</b>
Protection of Personal Information Act, 2013 (POPIA) Promotion of Access to Information Act, 2000 (PAIA) Copyright Act, 1978
<b>2.2 Related Policies</b>
Web Policy Communication and Marketing policy
<b>2.3 Related Protocols</b>
Brand Manual
<b>2.4 Forms and Tools</b>
Writing for the web: <a href="https://www.ru.ac.za/webunit/webtools/">https://www.ru.ac.za/webunit/webtools/</a> Course Material: <a href="https://www.ru.ac.za/webunit/training/">https://www.ru.ac.za/webunit/training/</a>

### 3. POLICY DEFINITIONS

No	TERM	DEFINITION
3.1	Website owner	Owner of an official Rhodes University website; may be the same as the content owner
3.2	Web content owner	Owner of the content or a section of the content on an official Rhodes University website
3.3	Web content manager	Person formally tasked with maintaining the content of a Rhodes University website or a section of such a site
3.4	Official website	A website owned and operated by an organisational entity of Rhodes University, including but not limited to a faculty, department, school, centre, division, group, unit, office, or service; includes the Rhodes University official website ( <a href="http://www.ru.ac.za">www.ru.ac.za</a> ). A website housed and moderated on the official Rhodes University Content Management System (TerminalFour), unless stated otherwise.
3.5	Extranet website	A restricted access site or portal that is accessible by both internal and a specific, individually identified group of external users
3.6	Intranet website	Website with access restricted only to users within Rhodes University or a particular organisational unit
3.7	Faculty website	A website owned and operated by a Rhodes University faculty; a website dedicated to a Rhodes University faculty (e.g. <a href="http://www.ru.ac.za/facultyofscience">http://www.ru.ac.za/facultyofscience</a> )
3.8	Staff site	Website owned and maintained by an active Rhodes University staff member, with content related to the staff member's position, work or research at Rhodes University
3.9	Gateways	Website or website platform that provides or links to content from various web sources, centred around a particular discipline, user objective or subject
3.10	Content	Content refers to the textual, aural, or visual content published on a website. Content means any creative element for example, text, applications, images, archived e-mail messages, data, e-services, audio and video files. Content does not include research repositories and specialized library platforms.
3.11	Obsolete content	Content that has become outdated, irrelevant or content that has become factually incorrect.
3.12	Fair usage	Any copying of copyrighted material done for a limited and "transformative" purpose, such as to comment upon, criticize, or parody a copyright work.
3.13	Staff member	Any employee of the University.
3.14	Registered third-party	Official affiliates and associates of a University Faculty/department that are not necessarily Rhodes staff members.
3.15	Division for Communication and Advancement	Division for Communications and Advancement

## 4. PRINCIPLES GOVERNING THIS POLICY

Rhodes University recognises the value of openness and transparency in the conduct of its business and the important role that the students, staff, alumni, funders, prospective students and members of the public play in the life of the institution. Information and access is key to building and maintaining the relationships between the University and the various stakeholders. To support this position, the University will seek to ensure that:

- 4.1 Websites comply with the relevant legislation and policies
- 4.2 Websites comply with the institutional Brand Manual.
- 4.3 All website content has a designated owner and content manager
- 4.4 Content on official websites is kept up to date and accurate at all times
- 4.5 Official websites display relevant contact information
- 4.6 Only official information, products, services or events is advertised on any component of websites
- 4.7 Old or obsolete content or websites are removed from the web

## 5. DIRECTIVES FOR IMPLEMENTING THIS POLICY

### 5.1 Official websites must comply with the relevant legislation and policies

- 5.1.1 All content on official Rhodes University websites is subject to copyright and intellectual property law, and as belonging to the Rhodes University in the person of the Registrar (as designated by the Vice- Chancellor).
- 5.1.2 Use of website content is governed by the concept of “fair usage”.
- 5.1.3 Some content may be wholly or co-owned by individuals or organisations that do business with or partner with the University in particular endeavours.
- 5.1.4 No Rhodes University website may be used in breach of the constitution and law.
- 5.1.5 Any content deemed to be in contravention of South African legislation will be removed from web servers.

### 5.2 All official websites must comply with the institutional Brand Manual

- 5.2.1. Every website (excluding 3<sup>rd</sup> party web based applications) must display the Rhodes University logo, which must be linked to [www.ru.ac.za](http://www.ru.ac.za).
  - 5.2.1.1 The logo must be sourced from the central repository on the Terminalfour media library via hyperlink. No other logo may be used.
  - 5.2.1.2 The rectangular logo must be no smaller than 304x45 pixels; the square logo must be no smaller than 120x122 pixels.
- 5.2.2 No third party branding may be used as a design feature on a Rhodes University website without written approval by the Director: Communication and Advancement (as designated by the Vice- Chancellor).

### 5.3 Each official website must have a designated owner and content manager

- 5.3.1 All web content, whether all content on a particular site or the content of a section of a site, must have a web content owner assigned to it.
- 5.3.2 The web content owner is accountable to the website owner who, in turn, is accountable for the website to the Division for Communications and Advancement.
- 5.3.3 All web content owners must designate, formally, a web content manager or managers to maintain the content.
- 5.3.4 Web content managers are tasked with the actual day-to-day maintenance of the relevant content.

5.3.5 The responsibilities of website or web content owners and web content managers must be written into their job descriptions; where this does not happen accountability and responsibility must be assigned to the owners or managers in writing.

5.3.6 All web content managers must be staff members or registered third parties.

5.3.7 Website owners must compile an up-to-date list of all web content owners and web content managers. A copy of this list must be provided to the Division for Communication and Advancement.

#### **5.4 User-centricity should be the guiding principle behind Rhodes University web publishing**

5.4.1 Rhodes University web content should be structured, organised and composed in a manner that does not require prior knowledge of the institution's organisational structure or terminology on the part of website users.

5.4.2 Web content and navigation should be in official languages with no slang or local phrases used in content, unless related to information.

#### **5.5 All content on websites must be kept up to date and accurate at all times**

5.5.1 Due diligence must be exercised by designated web content managers to ensure the currency and accuracy of all content they are responsible for.

5.5.2 Official University websites must be professional in their presentation and content: web content managers should take care to avoid errors, typos, broken links, missing images or pages, and so forth.

5.5.3 Actual duplication of content across multiple websites should be avoided.

5.5.3.1 Content should rather be mirrored from a single source where possible.

5.5.4 Web content managers should follow institutionally determined guidelines on how to write for the web. The Multi-media Platforms Unit is the custodian of these standards.

#### **5.6 All official websites must display appropriate contact information**

5.6.1 Every website must display contact information for the faculty, department, school, centre, group, unit or other Rhodes University entity whose content is published on it.

5.6.1.1 This must include a physical/postal address, phone and fax number, and an email address or form.

5.6.2 Every official website must display contact details for the person responsible for its content management.

5.6.3 In cases where an old website remains useful as a reference site or archive it should be clearly stated that the site is no longer being updated.

5.6.3.1 The owner's current contact details should be provided on the site.

#### **5.7 Old or obsolete content (content that is no longer relevant or accurate) or websites must be removed from the web**

5.7.1 Information that is no longer current or relevant must be removed from official websites by the designated web content managers.

5.7.2 Old or obsolete websites must be removed from the web.

5.7.2.1 Division for Communication and Advancement reserves the right to take the necessary steps to remove such sites from the web should attempts to have them updated by their owners fail.

5.7.2.2 Ownerless sites (Website with no web content owner) will be removed from the web after reasonable attempts to trace the owners.

## 5.8 Staff and postgraduate student websites must contain Rhodes University-related content

5.8.1 Rhodes University staff and postgraduate websites hosted at Rhodes University may only contain content related to the owner's role, work, research or studies at Rhodes University.

## 6. ROLES AND RESPONSIBILITIES

(Roles and responsibilities of Key personal/Divisions/Faculties/Departments)

Department/designation	ROLE	RESPONSIBILITY
Division for Communication and Advancement: Director	Oversight of Rhodes University's official web presence, as designated by the Vice-Chancellor	<ul style="list-style-type: none"> <li>• Business owner of University website and web content management system</li> <li>• Definition and maintenance of overall navigational architecture</li> <li>• Maintenance of University website news and other designated sections of the University website</li> <li>• Monitoring and ensuring adherence to the Rhodes University Web Policies</li> <li>• Monitoring and ensuring adherence to Rhodes University Web Procedures and Guidelines</li> <li>• Monitoring websites, content owners and content managers</li> <li>• Training of content managers on the University web content management system</li> <li>• Website guidance and advice</li> <li>• Approval of applications for websites</li> <li>• Approval of the granting of access and rights to the web content management system</li> <li>• Co-maintenance (with I&amp;TS) of the official Rhodes University website Content Management System</li> <li>• Web assistance and guidance</li> <li>• Website enquiries</li> </ul>
Information and Technology Services (I&TS)	Provision of information technology services and maintenance	<ul style="list-style-type: none"> <li>• Technical owner of web content management system</li> <li>• Web server and system maintenance</li> <li>• Website and web content back-ups</li> <li>• Domain name approval and registration</li> <li>• Co-maintenance (with Division for Communication and Advancement) of the official Rhodes University website Content Management System</li> <li>• Information technology assistance and guidance</li> <li>• Information technology inquiries</li> </ul>
Web content owner: Dean	Ultimately accountable for the faculty's web	<ul style="list-style-type: none"> <li>• Assigning and managing the designated faculty web content manager</li> </ul>

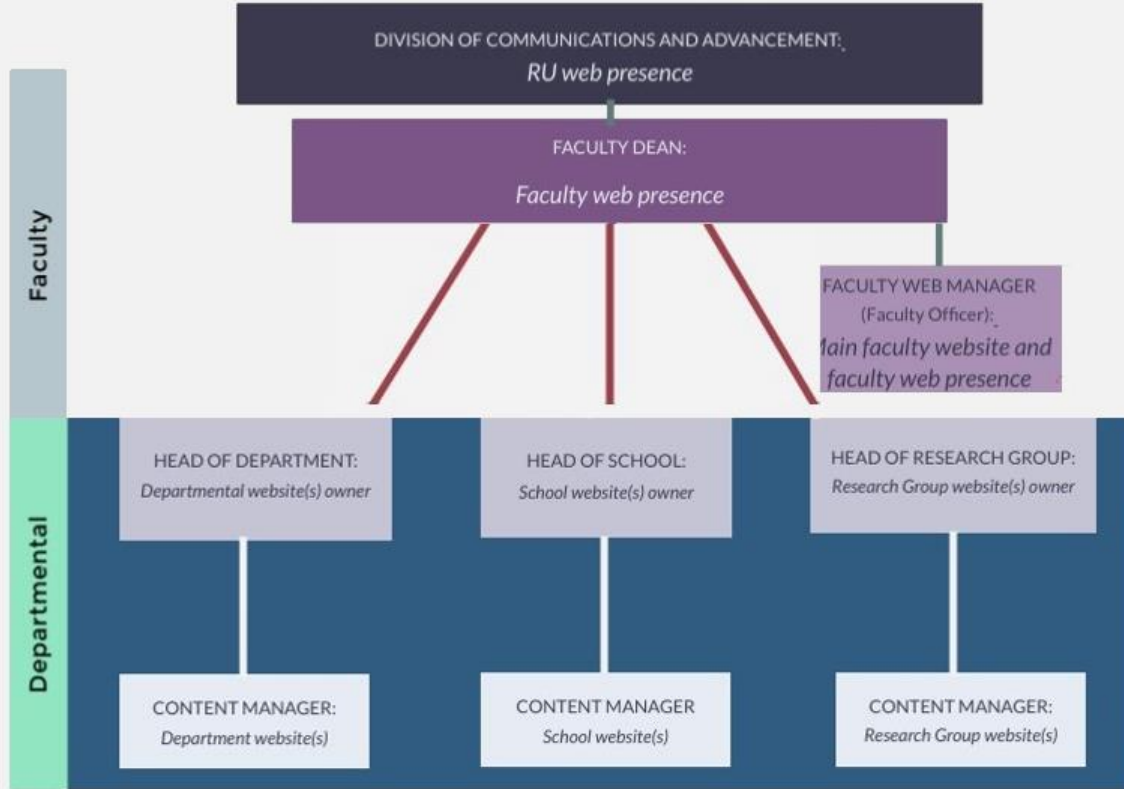
	<p>presence (websites and content)</p> <p>Designated faculty website owner (e.g. <a href="http://www.ru.ac.za/law">www.ru.ac.za/law</a>)</p>	
Web content owner: Director	<ul style="list-style-type: none"> <li>• Ultimately accountable for the department's web presence (websites and content)</li> <li>• Designated Division's website owner</li> </ul>	<ul style="list-style-type: none"> <li>• Assigning and managing the designated department web content manager</li> </ul>
Faculty web manager (Faculty Officer)	<ul style="list-style-type: none"> <li>• Maintenance and updating of the faculty website</li> <li>• Oversight of the faculty web presence (websites and content)</li> </ul>	<ul style="list-style-type: none"> <li>• Day-to-day maintenance and updates of the faculty website</li> <li>• Metadata maintenance (where applicable)</li> <li>• Responsible for overseeing the faculty's web presence and monitoring compliance with relevant web policies</li> </ul>
Web content owner: head of department, school, centre, division, research group, unit, office, service or other Rhodes University entity (See owners list above)	<ul style="list-style-type: none"> <li>• Ultimately accountable for the web presence and content of the department, school, centre, division, research group, unit, office, service or other Rhodes University entity</li> <li>• Designated official website owner</li> </ul>	<ul style="list-style-type: none"> <li>• Assigning and managing designated content managers to maintain and update the website(s) or web pages of the department, school, centre, division, research group, unit, office, service or other Rhodes University entity</li> <li>• Keeping Division for Communication and Advancement informed of the number and nature of sites owned by the department, school, centre, group, unit, or other Rhodes University entity</li> </ul>
Official and Specialized sites (Official non-faculty and -departmental websites) web content manager	<ul style="list-style-type: none"> <li>• Maintenance and updating of content on the Rhodes University website (<a href="http://www.ru.ac.za">www.ru.ac.za</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• Day-to-day maintenance and updates of sections and pages on the University website (<a href="http://www.Rhodes University.ac.za">www.Rhodes University.ac.za</a>)</li> <li>• Metadata maintenance (where applicable) Maintaining or implementing compliance with relevant web policies</li> </ul>

Support Services Web content manager	<ul style="list-style-type: none"><li>• Maintenance and updating of official websites of support divisions of Rhodes University</li></ul>	<ul style="list-style-type: none"><li>• Day-to-day maintenance and updates of official websites or website sections (<a href="http://www.ru.ac.za/conferences">www.ru.ac.za/conferences</a>)</li><li>• Metadata maintenance (where applicable)</li><li>• Maintaining/implementing compliance with relevant web policies</li></ul>
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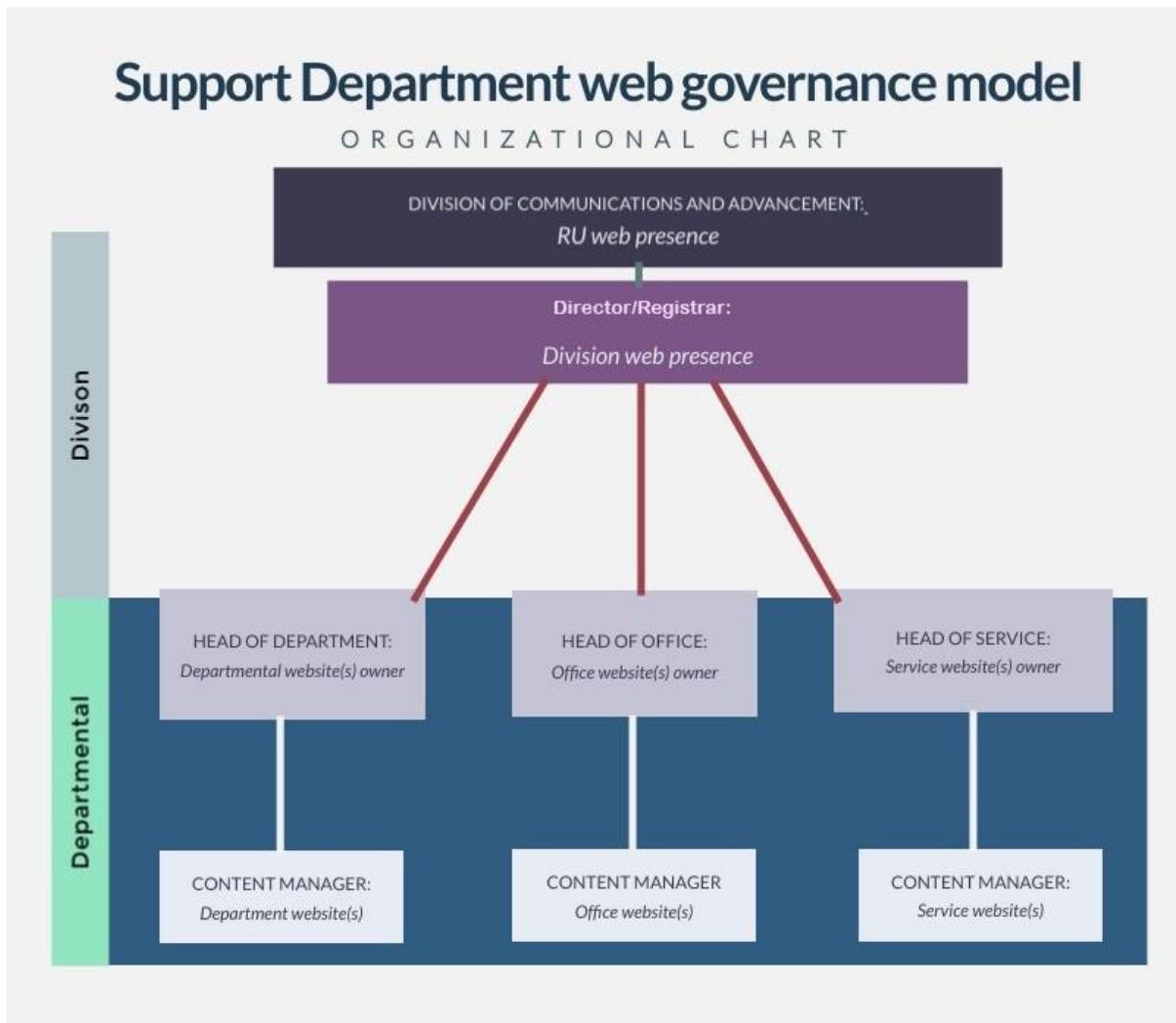
# Faculty web governance model

## ORGANIZATIONAL CHART



# Support Department web governance model

## ORGANIZATIONAL CHART



## CONTACTS

Area of Concern	Division/Faculty/Department	Telephone	Email
Policy contents	Communications & Advancement	t: +27 (0) 46 603 8821	RU Webmaster <a href="mailto:N.Patterson@ru.ac.za">N.Patterson@ru.ac.za</a>

## POLICY REVIEW PROCEDURE

Manager: Multimedia Platforms Unit → Director: Communications & Advancement → Information Technology Steering Committee → Senate → Council.

## LIST OF APPENDICES