SLCC WEB PUBLISHING GUIDELINES AND PROCEDURES

The purpose of the Web Publishing Guidelines and Procedures document is to ensure consistency, compliance and provide standards and direction for the advancement of the SLCC website.

Salt Lake Community College recognizes the SLCC website (www.slcc.edu) as a powerful recruitment, retention and marketing tool used to attract potential students, inform current students, and communicate with external audiences including potential students and their families, high school counselors, businesses, employers, alumni, press, and the community-at-large. The site also provides access to the College resources for internal audiences including current students, faculty and staff.

ROLES AND RESPONSIBILITIES

Roles and Responsibilities of Institutional Marketing and Communications (IMC):

1. Serves as the Webmaster of the entire SLCC website.
2. Develops and directs navigation and overall look and feel of the SLCC website.
3. Provides training and consulting for College departments regarding the use of the Content Management System (CMS).
4. Manages access to the CMS.
5. At the Content Contributor's request, provides consultation to departments seeking assistance with content development, layout, graphics, etc.
6. Updates the SLCC Web Publishing Guidelines and Procedures to reflect the changes in technology, Internet development, and best practices.
7. Conducts periodic surveys of groups and individuals from SLCC academic and non-academic departments to gather research and input as it relates to the College website.

Roles and Responsibilities of the Office of Information Technology

1. Hosts the College website on a College server.
2. Administers and maintains the Content Management System.
3. Monitors the security of the internal and external websites.
4. Oversees all back up, and technical responsibility for the website.
5. Provides Website managers with access and technical support to website analytics.
6. Provides support and expertise for site migration(s)/transition(s).
7. Supports IMC with implementation/development of in-house software and applications.

Roles and Responsibilities of the Departmental Supervisor:

1. Determines the department's need for a website, and initiates the website creation process by contacting College webmaster at www.slcc.edu/webresources.
2. Oversees department web pages; writes and coordinates department content and images.
3. Designates a department content contributor who gains technical expertise to create and alter the department website.
4. Requests the CMS training for designated content contributor.
5. Agrees to publish Web content which is in compliance with Web Publishing Guidelines, SLCC Brand Guide, ADA requirements and Copyright Law.
6. Agrees that he/she (or appropriate designee) will initiate and review new content for departmental Web pages.
7. Agrees to have the departmental Website reviewed regularly for current content and layout.
8. Agrees to review any external links for appropriate taste and tone that are necessary on the department web pages.
9. Informs IMC when the departmental Content Contributor's access needs to be disabled or modified (e.g. when Content Contributor leaves department and/or College, or when the duties of the current Content Contributor have been shifted).

Roles and Responsibilities of the Departmental Web Content Contributor:

1. Attends the CMS training.
2. Maintains departmental website in compliance with SLCC Branding Guide, the Web Publishing Procedures and Guidelines, ADA requirements and Copyright Law.
3. With the Departmental Supervisor, maintains responsibility for the content of published pages.
4. Commits to ensuring his or her web pages contain correct information and are up-to-date.
5. Maintains responsibility for keeping Web directories up-to-date.
6. Abides by the highest standards of quality website design.

The Content Contributor is extensively trained in website practices and in the use of the CMS and serves as the main contact for any questions regarding the departmental website.

SLCC WEBSITE STANDARDS

Templates enable a consistent look and structure for the College throughout the entire website.-All academic departments' pages should use the templates that have been designated for their specific school. All non-academic departments' pages should use templates designated for the non-academic pages.

SLCC Homepage
The homepage functions as the College's main recruitment tool and is designed to give a visitor a

glimpse of the site and depth and breadth of the entire College. The slideshow is designed to showcase various events, activities, programs and notifications related to College. The homepage is designed to lead a visitor to explore the site more deeply, depending on their area of interest. Slideshow events are scheduled in advance through institutionalmarketing@slcc.edu. For a program or event to be included on the slideshow, additional information about the department's events must be posted on the departmental homepage for a link from the slideshow. Slideshow events are posted using the following priority listing:

1. Important student recruitment or enrollment information (registration dates, scheduling and school holidays/breaks, tuition due dates, student services information including advising, financial aid, enrollment, graduation)
2. Academic program or academic activity information. (Major Fair, GenEd programs, Accelerated Business degree, etc)
3. Clubs, events and activities (Theatre, Athletic events, Career Fair)
4. Business and Community announcements (sponsorship recognition, partnerships)

Institutional Pages
The Institutional Marketing and Communications department is responsible for the content and maintenance of all institutional pages. Institutional pages include those introducing and promoting SLCC. Institutional pages also include those designed to assist a website visitor with first steps to becoming an SLCC student, including pages related to College enrollment, financial aid, tuition schedules and pages related to the student admission process and resources. These pages will be coordinated with the appropriate Student Service department. Institutional pages also include, but are not limited to, Homepage, Future Students, Current Students, Faculty and Staff, Business and Community – landing pages/portal, About SLCC Section, and Academic Program pages derived from current catalog information.

Student Services Pages
Student services pages that refer to institutional pages for enrollment, financial aid, tuition schedules and other registration-related information should be closely coordinated with the IMC department to avoid duplication, inconsistencies and inaccuracies.

Academic Departments' Pages:
Academic departments are responsible for maintaining their respective academic programs' web pages. The following information is required for all academic department pages:

- Department/Area Homepage must contain accurate and timely key information about the department and its offerings, general contact information, office location, events/news (optional), and social media references (optional). Programs – list of all programs offered by a department are maintained by the Office of Assessment, Curriculum and Scheduling.

- Faculty page - all full time and adjunct faculty names, titles, credentials, and contact information must be listed.
- Additional pages and links can be created to meet a department's specific needs.

The navigation links should point to the departmental pages and should not lead the user to any external reference sites or other department pages.

Personal Faculty Pages – SLCC faculty may have individual faculty pages to post class materials and communicate with enrolled students. Such pages do not represent the College; a College logo should not be used on personal pages. The following statement is required on all personal websites:

- Disclaimer: The views and opinions expressed on this page are strictly those of the page author. The contents on this page have not been reviewed by SLCC.

Administrative Departmental Pages (Institutional Advancement, Business Services, Student Services): SLCC administrative departments are responsible for maintaining their respective departmental web pages. The following left hand-side navigation links and information are required for all non-academic department pages:

- Department/Area Homepage must contain accurate and timely key information about the department and its services, general contact information and office location, events/news section, social media references.
- Staff -- all full time and part time staff names, office locations, phone numbers, e-mail addresses and areas of responsibility must be listed.
- Forms – optional webpage
- Additional pages and navigations links can be created to meet a department's specific needs.

The Website navigation links (left hand column of the department template) should point to the departmental pages and should not lead the user to any external reference sites or other department pages.

RULES AND REGULATIONS

All SLCC Web pages are required to be compliant with the World Wide Web Consortium (W3C) standards www.w3.org. The Web pages must also comply with general acceptable website principles including civility and decency, and to serve the College's best interests.

SLCC Logo
All websites associated with SLCC must contain the official College logo.

The logo must be located at the top left with the hyperlink pointing to the SLCC Homepage, www.slcc.edu. The SLCC logo must also appear in the same position on any College websites that

are hosted off the College server (see "web hosting" for exceptions) as well as on any College department, division or program's social media site(s).

Website Hosting
All SLCC Web content should be hosted within the College's current CMS. If demonstrated specifics of a department's business operation require using web features not offered by the College's CMS, an exception may be made with prior approval from the College Webmaster. Web pages hosted outside of the College network must still adhere to the College's Web Publishing Guidelines and Procedures.

Web Page Content
Content is the text or information provided on a webpage. Content is the most critical element of a website. Content should be engaging, relevant, and appropriate to the target audience. Content should not be duplicated within the College's Web pages.

Through individual departmental web pages, each department will provide key information about the department and its offerings. Schools' and Divisions' Web pages should create content that applies across the respective departments. Departmental Web pages should contain information that is known, collected, and maintained only at a local level. It is important that departments include current and accurate information, including contact information and programs and services offered by the department. Department's contact information must include office location, hours of operation and at least one phone number and email address.

Webpage elements must comply with the SLCC Brand Guide (www.slcc.edu/brandguide) in order to ensure that the College brand is consistent and clear. The guide provides all resources for using the College brand properly, including instruction on proper logo, photos, images, and font usage. Additional resources can be found at www.slcc.edu/webresources.

No hosting on SLCC's server will be allowed unless/until web page elements are in compliance.

Content Approvals and Publishing
For new and updated content for the web pages, Content Contributors will complete an internal approval process with their direct supervisors. Content contributors who have attended additional web training and workshops provided by the College (beyond the basic CMS training) may publish new and updated content directly to the web following approval by their supervisor and with appropriate endorsement from the College webmaster. For content contributors who are still building their web training skills, all new and updated content will be forwarded to and published by the College webmaster.

For departments that do not have a resource for updating web content and pages, Institutional Marketing will be responsible for updating and approving department-generated content before publishing.

Training and Access
The Institutional Marketing and Communications department provides initial training in the Content Management System (CMS). Additionally, it is the responsibility of each departmental Web Content Contributor to learn basic concepts of quality and contemporary website design and content, as well as the mastery of the tools and technology required for creating compliant, compelling and sophisticated web pages.

Mandatory Training will be provided for content contributors by IMC on an ongoing basis. Failure to complete training will result in a loss of access for the content contributor until training is completed.

Access for Content Contributors to the CMS will be allowed following: 1) completion of a signed agreement by the departmental supervisor and Content Contributor acknowledging familiarity with the College brand standards and agreement to follow the Web Publishing Guidelines and Procedures, 2) completion of mandatory training. Following mandatory training, content contributors can access technical support contacts at www.slcc.edu/webresources

Web Forms
Web Forms created by departmental Web Content Contributors may not contain fields collecting user's personal information such as Social Security numbers, dates of birth and other personal identity fields. Office of Information Technology approves, creates, and hosts the Web forms collecting personal information on a secure server. If a department has a need for such web form, a project request should be submitted at www.slcc.edu/webresources.

Online Payments
Departments that desire to receive online payments in connection with the website must first obtain prior approval from the Controller's Office in accordance with the College's Cash Receipting and Payment Card Industry Data Security Policy and Procedures, C2S08.02. Subsequently, the College's Business Office and Office of Information Technology will work with the department to ensure appropriate levels of security and accountability are established for the web user and the College.

Updating Web Pages
Websites must be reviewed and updated on a regular basis and at a minimum of at least once prior to the start of each academic year. Updating requires the deletion of outdated files from the web directory immediately.

Pages that are not updated at least annually will automatically expire.   For pages to be reinstated, it will be necessary for the department to be current in training and resubmit current pages for approval by the website managers.

Social Media (see additional Social Media Guidelines and Procedures attached)

All SLCC departments must use standard icons to maintain consistency throughout the College web pages. Social Media hyperlinks and icons should be placed in the area of the page defined by the

template. Any images that do not meet standards in color or image size or that incorrectly placed on the page will be removed by the College Webmaster.

The social media images standard for the College website can be downloaded at: www.slcc.edu/brandguide/graphics_library/socialmedia.html

Web Accessibility and ADA Compliance

All SLCC Web pages must comply with the W3C Web Accessibility Initiative http://www.w3.org/WAI/eval/Overview.html. Non-accessible web pages will not be published, or will be removed from the system.

Copyright Law

Copyright Law applies to web publishing. Departmental Content Contributors must have permission to publish the information, graphics, or photographs on their web pages, if they are not the author or creator.

The SLCC Copyright Handbook is published at www.slcc.edu/copyright.

In addition to these guidelines, all Content Contributors should comply with established SLCC institutional policies www.slcc.edu/policies and Branding Guide www.slcc.edu/brandguide.

SOCIAL MEDIA GUIDELINES AND PROCEDURES

Salt Lake Community College embraces new opportunities for the College community to share news, events, and announcements via social media outlets. As an institution that supports higher learning, the College utilizes digital communication to help enhance the learning experience for all students, employees, and community.

The primary purpose of social media at the College is to allow the community to use social outlets to deliver important announcements, events, and news. It is also an opportunity for the community to share important information with each other, participate in meaningful conversations, and help students and staff at the College's various sites and campuses feel connected.

It is important, as the College participates in the social community, to ensure that all faculty, staff, and students follow the social media guidelines. These guidelines allow for College-wide coordination to help create the best platform for meaningful dialogue and sharing information and conversation.

Employee Use of Social Media

Administrators, faculty and staff are an integral part of social media conversation and networking. The following points will guide employee use of social media:

1. If an employee maintains a personal profile in social media outlets (Facebook, Twitter, YouTube, LinkedIn, Google Plus, etc) and is identified as an SLCC employee, the presence should reflect the College's values and reputation. If an employee intends to or posts content that is unbecoming of the College's values, in order to respect the reputation of the institution, the employee should not be identified as a College employee.
2. Any social media posting or work that is conducted during regular College hours at the workplace should be related to accomplishing College goals.
3. Social media communication must comply with College confidentiality policies, as well as the Family Educational Rights and Privacy Act (FERPA) and Health Insurance Portability and Accountably Act (HIPAA).
4. If it is an employee's job responsibility to monitor engagement on social media sites for a College department, division or activity, questions must be answered with authority and knowledge. If the question is out of the realm of the employee's job duties or specific area of knowledge, the employee must direct the question to the appropriate department, division or staff member or to the College's director of public relations.

Student Use of Social Media

Student use of the College's social media sites is necessary for the social media goals of the College. The following points will guide student use of College social media sites:

1. Participate and connect to the College social sites that are of most personal or academic interest. The more students who join in on the conversation, the better. For students who do not wish to actively participate, following College pages will allow them to be kept up-to-date with timely and engaging news and announcements.
2. Students should never give out personal information on social media sites to people whom they've not met.
3. Students should also be aware that the College will never ask for personal information via social media sites.
4. The College will not monitor students' personal social media sites. The College does, however, monitor College affiliated pages. Students are subject to disciplinary action based on information posted on social networking sites. The College receives the right to turn over cases of serious incidents to the proper authorities (i.e. any threat to a fellow student, the College, or employees.)

College Affiliated Social Media Pages

All College departments using social media sites (Facebook, Twitter, LinkedIn, Google Plus, YouTube, etc) for promotion, visibility and engagement of SLCC events, activities and programs must follow the SLCC Social Media Guidelines and Procedures. Before initiating or continuing a social media presence, College employees must take the following steps:

1. Meet with the College's Social Media Coordinator to discuss goals of launching or continuing a social media campaign.
2. Attend a social media training session. Social media training sessions are designed for departments and College-related groups to gain a better understanding of the correct process and the necessary effort and strategy to maintain successful social media pages.
3. Ensure at all times, all pages are SLCC brand and ADA compliant.
4. Create, with help of Social Media Coordinator, a social media plan and strategy.
5. Maintain consistent posting on all outlets.
6. Answer all comments and posts within 24 hours.
7. Help promote all social media pages related to the college on all social media outlets.
8. Guarantee all social media references advance the purpose of the departmental website without detracting from the primary department functions.
9. Use standard icons to maintain consistency throughout the College web pages.
10. Social Media hyperlinks and icons should be placed in the area of the page defined by the template. Please note, any images that do not meet standards in color or image size or that incorrectly placed on the page will be removed by the College Webmaster.
11. Use the College's Social Media Coordinator as a resource to ensure that the College is creating consistency as well as a harmonious social media community that works collaboratively to enhance the College brand and designated messaging.

The social media images standard for the College website can be downloaded at:
www.slcc.edu/brandguide/graphics_library/socialmedia.html