

# World Wide Web Policy and Procedure Guidelines

---

## **Introduction and Policy Purpose**

University of South Carolina Upstate, (USC Upstate), supports and encourages freedom of expression and an open environment for the pursuit of knowledge. One avenue for such expression and communication is the World Wide Web.

The USC Upstate's World Wide Web presence promotes University activities and educational opportunities by providing current and effective interactive communication and on-line service to a wide audience with the goals of assisting and building broad based support for the University's mission of teaching, research, and service.

The decentralized nature of the World Wide Web and the diverse purposes and constituencies served by University web sites require that as much freedom as possible be granted to those creating and maintaining web sites. However, contents of all web pages under University jurisdiction (i.e., provided by University servers or by other servers funded by University budgets) must comply with local, state and federal laws and with USC Upstate's policies, rules, and regulations. Further, the reputation and image of USC Upstate is determined, in part, by the quality of information published electronically by its students, faculty, staff, and affiliations.

Therefore, the purpose of USC Upstate's Web Policy is to ensure accuracy, consistency, integrity, and protection of the identity and image of the University by providing a set of minimum standards and guidelines for web sites of USC Upstate's departments, schools, facilities, organizations, and affiliates.

General oversight of the University's web servers and web pages, and policies governing the use of these resources, is the responsibility of Information Technology and Services (ITS) and the Office of University Communications (OUC).

---

## **Policy Statement(s)**

### **University Mission Related / Personal Web Pages**

USC Upstate's web site includes both University mission related pages and personal pages.

### **University Mission Related Web Pages**

Web pages that contain official University information or are directly connected with the University's mission.

Development of such pages by independent contractors or

## World Wide Web Policy and Procedure Guidelines

### Policy Statement(s) Cont.

vendors, who are paid with University funds, requires advance written approval from the Office of University Communications. These web pages include the University homepage, academic web pages, athletic web pages, external departmental pages, and course information pages.

#### **Student Organization Web Pages**

USC Upstate provides student organizations with hosting space on the University's web server. Student organizations are responsible for contacting the Office of University Communications to receive logos and branding and usage guidelines. USC Upstate reserves the right to refuse to link to any student organization page that does not comply with brand standards or hosts information that violates the law or University policies.

#### **Personal Web Pages**

Personal web pages are individual web pages sponsored and maintained solely by students or by members of the University faculty or staff but that are not directly connected with the University's mission. USC Upstate is not responsible for personal pages. The University reserves the right, however, to remove from any USC Upstate Web server, any page or link in violation of the law or University policies. Faculty are encouraged to use the university course management system, Blackboard, for posting material for their classes. Assistance and instruction are offered by the Instructional Technology Services Department and handouts and tutorials are available on the university shared (S) network drive. Those who need personal web pages for their other academic use may request accounts by completing the online request from the IT web site. Faculty with individual web sites are responsible for maintaining and updating them in compliance with university policies and procedures.

The following **disclaimer** must appear on all personal Web pages:

<p>The views and opinions expressed in these pages are strictly those of [the page author]. The content of these pages has not been reviewed or approved by University of South Carolina Upstate.</p>
---

#### **Design**

All pages that reside on, or are linked from, the USC Upstate's web site must adhere to layout requirements and guidelines. These have been formulated to make the information viewable

## World Wide Web Policy and Procedure Guidelines

### Policy Statement(s) Cont.

by as large an audience as possible, to make navigation clear to Web visitors, to provide contact information, and to regulate the use of the University's logos, wordmarks, and trademarks. Please refer to the Web Style Guide located at:  
<http://www.sc.edu/webpresence>

#### **Accessibility**

Federal laws such as the Americans with Disabilities Act (ADA) address various access issues and are intended to assure that University information and activities are accessible to all. USC Upstate strives to make its pages WAI-Priority I compliant. Several sites offer guidelines and insights regarding page flexibility and layout considerations. In addition to information in the [Web Style Guide](#) the following sites offer helpful information:

- [World Wide Web Consortium's Web Accessibility Initiative](#)
- [Federal Standards for Electronic and Information Technology Accessibility \[Section 508 of the Workforce Rehabilitation Act \(29 U.S.C. 794d\)\]](#)
- [Center for Applied Special Technology Bobby Site](#)

#### **Advertising**

University of South Carolina Upstate web pages (other than athletic department) may not contain advertising for, or link to, commercial sites without advance written approval by the Office of University Communications. Approval will be considered only if 1) the purpose of the advertising or link is consistent with the University mission, 2) the advertising or link is essential to the purpose of the site, and 3) the advertising or link does not imply University endorsement of the product or service.

#### **Fundraising**

Non-University-related fundraising may not be conducted on any web page -- University mission related or personal -- that is operated and administered by the University or is hosted on the University's network.

#### **Copyright**

Information on the University web Site is subject to intellectual property law. Except as permitted by law, written

## World Wide Web Policy and Procedure Guidelines

### Policy Statement(s) Cont.

permission is required from the owner of copyrighted material (including graphics, video, audio, and text) before copyrighted information can be placed on the University web site. For additional copyright information see [www.sc.edu/copyright](http://www.sc.edu/copyright).

#### **Web Server Registration**

All web servers associated with USC Upstate must be centralized in Information Technology and Services network center. All web service providers are responsible for the currency, legitimacy, legality, and appearance of their pages. Also, web service providers must adhere to USC Upstate's web policies and are responsible not only for the content and appearance of their own pages but for those linked personal pages which branch from their pages.

#### **Content Management System**

The Office of University communications has put into place a content management system (CMS) to allow for some decentralization of control over the website. Users for the system are selected based on the number of updates they make and the importance of their content. CMS users are responsible for the currency, legitimacy, legality, and appearance of their pages. This username and password is the sole responsibility of the appointed representative and is NOT to be shared with anyone else. If a user should end employment with the University, that username will be deleted and another one will be issued to a new user in that department. The University reserves the right to revoke or reassign usernames as needed. Failure to maintain departmental content in a timely manner and general lack of updates will result in re-evaluation of that department's need for a user license. Also, CMS users must adhere to USC Upstate's web policies and are responsible not only for the content and appearance of their own pages but for those linked personal pages which branch from their pages.

CMS users are given access to make changes on their assigned pages, but before their changes go onto the live website, they are sent to the Office of University Communications for review to ensure that the content grammar, typography, and layout changes are acceptable.

If you are unsure who your departmental contact for web updates is, contact the web content manager in the Office of University Communications. If your department does not have a user license, updates to web content are to be made through the web content manager in the Office of University Communications.