Website Content Management System

Authority for Procedure granted by UWG Policy #5001, Technology Use.

A Website Content Management System (CMS) is a software application that allows users to create, manage, and publish digital content on a website without extensive technical knowledge. It provides an intuitive interface for content creators and streamlines updating and maintaining a website.

It is essential to establish a procedure outlining the steps and guidelines for creating, editing, reviewing, and publishing content within the CMS to ensure effective and efficient management of a website using a CMS. It helps maintain consistency, quality, and adherence to brand guidelines throughout the website.

A. User Account Creation and Set-up

Units with department/division head approval may request a Website Content Management System (CMS) account by completing the Web Services Request Form. CMS account Web Reviewers, Editors, and Site Approvers are identified at the time of the request. Each account requires one Approver with authority to publish to the live web.

1. Employees: Only UWG employees (i.e., faculty and staff) shall be designated as Web Editors or Site Approvers. Designated employees shall complete mandatory website and accessibility training.

2. Students/Graduate Assistants (GAs) are permitted to be Site Reviewers or Editors but shall not have the authority to publish to the live web.

B. Training and Support

An employee designated as Web Editor, Web Reviewer, or Site Approver shall complete mandatory website and accessibility training for the following reasons.

1. To gain and retain authority to publish to the live web.
University Communications and Marketing (UCM) offers training to support digital/web accessibility per the Office of Civil Rights (OCR) standards and best practices for web publishing.

UCM will communicate annual training requirements, which shall be completed within 15 business days from the official notice. Failure to meet training requirements may result in the termination of authority to publish to the live website.

2. Maintain rights to publish to the live web.
   To reinforce mandatory training requirements, UCM features a required website curriculum with class times, dates, and registration information. UCM will send published reminders to designated CMS account users.

   Students/Graduate Assistants (GAs) may attend website and accessibility training but are not required.

C. Account User Changes

To ensure business continuity and prevent a lapse in CMS accounts, departments or divisions are responsible for identifying CMS users who no longer require access. The department or division head is responsible for identifying an employee to whom the approval of pages in the workflow should be reassigned.

Any user account changes must be submitted to UCM - Web Services via the Web Services Request Form. Change requests may consist of, but are not limited to, changes to access levels (Editor, Approver, Reviewer) or the addition or revocation of access to pages.

D. CMS Authority Levels and Features

UCM will maintain a list of CMS features available to Web Reviewers, Editors, and Approvers, as well as features restricted to UCM Web Services and Information Technology Services (ITS) Web Development Team.

UCM is responsible for communicating site redesigns and template updates to all Web Editors.

E. Compliance

Failure to comply with this procedure may result in website CMS account termination and/or disciplinary actions under applicable UWG policies, procedures, and/or federal or state laws.

Definitions

Site Approver - a CMS user who can approve and publish webpages changes to the live web.

Web Editor - a CMS user who creates or updates new or existing pages.

Web Reviewer - a CMS user who does not typically edit pages but reviews before publication.

Website Content Management System (CMS) - a software that provides website authoring, collaboration, and administration tools to assist users in creating and managing website content.
## Forms

UCM Request Forms are available on the University Communications and Marketing (UCM) [Work West Webspace](http://uwg.whs.westga.edu/) (login required).

- See Tile WebServices

## Guidelines/Related material

- Procedure [Web Standards and Rules](http://uwg.policystat.com/policy/13834883/)

## Additional Resources

- [OU Campus CMS & Web Templates](http://uwg.policystat.com/policy/13834883/)

## Approval Signatures

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<tr>
<th>Step Description</th>
<th>Approver</th>
<th>Date</th>
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