Last Approved	N/A	Area — Administration/ Governance (Procedures)
Effective	N/A	
Next Review	N/A	Chief Or Responsible Office — Chief Advancement Officer

UNIVERSITY OF WEST GEORGIA

Online Resource Management Process

Authority for Procedure granted by UWG PL #1003, Online Resource Ownership, Control, and Use

A. Statement of Purpose

This procedure ~~concerns~~establishes the University of West Georgia's (UWG) ownership, control, ~~and use of~~authority, and management framework for all ~~Institution~~Institutional Online Resources~~, specifically addressing the following~~. It defines UWG's:

1. ~~exclusive~~Exclusive ownership and control of all ~~Institution~~Institutional Online Resources;

2. ~~exclusive authority over all Institution Online Resources owned or controlled by the institution and the exclusive authority to acquire additional Online Resources in its name in the future;~~

3. Exclusive authority to manage existing and acquire future Online Resources in its name;

4. Approval process of content published on Institutional Online Resources; and

5. ~~approval of~~Procedures for removing content that is improperly published or non-compliant on an ~~Institution~~Institutional Online Resource~~; and~~.

6. ~~removal of content improperly published to an Institution Online Resource.~~

B. Definition of Online Resources

~~UWG's Online Resources consist of~~**Institutional Online Resources** include all ~~institution~~University of West Georgia (USG) owned or controlled internet domains, websites, webpages, web ~~or~~and mobile applications, official University social media accounts ~~of the institution~~, online educational resources, and institution-generated content ~~generated~~created by employees. ~~Institution Online Resources do not include non-public-facing IT resources (e.g., OneUSG Connect, CourseDen, D2L). Institution Online Resources excludes personal web pages and social media accounts of the institution's employees and students.~~

Institutional Online Resources **do not** include non-public-facing IT resources (e.g., OneUSG Connect,

CourseDen, D2L) or personal webpages and social media accounts belonging to UWG employees and students.

C. Inventory of Institution Online Resources

An inventory of Institution Online Resources is maintained by University Communications and Marketing. (Social Media Directory)

D. Authority and Control over ~~Institution~~Institutional Online Resources

In keeping with University System of Georgia (USG) policy and guidance, all ~~Institution~~Institutional Online Resources are the property of the institution and fall under its exclusive control. The institution ~~has exclusive~~retains full authority over all ~~Institution~~Institutional Online Resources and ~~exclusive authority to~~may acquire additional ~~Institution~~Institutional Online Resources in its name.

~~E. Creating New Online Resources and Managing Existing Content~~

F. Online Resource Creation and Management

UWG's process for the creation and management of Online Resources under its control is as follows:

1. ~~**Web domains**: The purchase or acquisition of a new web domain must be approved in writing by the Executive Director of Creative Services. All institution web domains are maintained and managed by University Communication and Marketing.~~

    Web domains:

    i. The purchase or acquisition of a new web domain must be approved in writing by the Director of Web Services.

    ii. All institution web domains are maintained and managed by University Communication and Marketing (UCM).

2. ~~**Web pages:** Executive Director of Creative Services must approve the creation of all new webpages managed by UWG's office of University Communications and Marketing. Approval authority may also be delegated to another designated employee for certain resources or specific projects. UCM has delegated web page development/maintenance to departmental website administrators (see: Web Editors List). Delegation will be documented in writing, which may be through an email sent to the designee. Executive Director of Creative Services or their designee must also approve all content prior to publication on an institution webpage.~~

    Web pages:

    i. Director of Web Services must approve the creation of all new webpages managed by UCM.

ii. Approval authority may also be delegated in writing to a designated employee for certain resources or specific projects.

iii. UCM has delegated day-to-day webpage development and maintenance to departmental website administrators (see: Web Editors List).

iv. Director of Web Services or their designee must approve all webpage content prior to publication on an institutional site.

3. **Web and Mobile applications**: The Executive Director of Creative Services must approve the creation of all new web and mobile applications managed by UWG's office of University Communications and Marketing. Approval authority may also be delegated to another designated employee for certain resources or specific projects. Delegation will be documented in writing, which may be through an email sent to the designee. Executive Director of Creative Services or their designee must also approve all content prior to publication on an institution web or mobile application.

   Web and Mobile applications:

   i. The Director of Web Services must approve the creation of all new web and mobile applications managed by UCM.

   ii. Approval authority may be delegated in writing to a designated employee for specific resources or projects.

   iii. Director of Web Services or their designee must approve all content before publication or deployment of any institutional web or mobile application.

4. **Official Social Media Accounts:** University Communications and Marketing must approve the creation of all new social media accounts. Approval authority may also be delegated to another designated employee in the department/division for all departmental/divisional resources or specific projects. Delegation will be documented in writing, which may be through an email sent to the designee. Each department must also approve all content prior to publication on its institution social media account.

   See UWG-Related Social Media Guidelines and UWG Social Media Directory for more information.

   Official Social Media Accounts:

   i. University Communications and Marketing must approve the creation of all new social media accounts.

   ii. Approval authority may be delegated in writing to another designated employee within a department or division for all departmental or divisional resources or specific projects.

   iii. Each department is responsible for approving all content prior to publication on its official institutional social media account.

   iv. For additional guidance, refer to the UWG-Related Social Media Guidelines and UWG Social Media Directory.

5. ~~**Deletion of obsolete resources**: University Communications and Marketing will periodically review its Online Resource inventory and purge those no longer needed in accordance with applicable records retention policies and procedures.~~

   Deletion of obsolete resources:

   i. University Communications and Marketing will periodically review its Online Resource inventory and purge those that are obsolete or no longer needed.

   ii. Deletion of resources will be conducted in accordance with applicable records retention policies and procedures. Refer to the USG Records Retention Schedules.

G. Management of Institution Online Resources

1. ~~**Management** – Administration privileges for any Institution Online Resources may only be assigned to institution employees or outside contractors whose duties include administering such accounts.~~

   Management – Administration privileges for any Institutional Online Resource may only be assigned to University employees or approved external contractors whose duties include administering such accounts. Access must be limited to the level necessary to perform assigned responsibilities.

2. ~~**Transition of Management** – Part of the separation process for employees shall include the transition of account control over any Institution Online Resources managed by the departing employee.~~

   Transition of Management – As part of the employee separation process, control and administrative access to any Institutional Online Resource managed by the departing employee must be transferred to an authorized University employee. Supervisors are responsible for ensuring the timely transition of access and documentation of this transfer.

3. ~~**Limitation on Management by Student Employees** – Student employees shall not be granted administrative access privileges or duties over Institution Online Resources without express written permission from the appropriate employee with designated approval authority for the Institution Online Resource and with appropriate approval and oversight procedures in place for any content the students are to publish on Institution Online Resources.~~

   Limitation on Management by Student Employees – Student employees shall not be granted administrative access privileges or management responsibilities for Institutional Online Resources without express written authorization from the appropriate employee with designated approval authority for that Resource.

   i. Appropriate approval and oversight procedures must be established for any content created or published by student employees.

   ii. Supervising employees are responsible for reviewing and approving all content prior to publication on Institutional Online Resources.

H. Moderation of Third-Party Content

Content created or submitted by third-party users of ~~Institution~~Institutional Online Resources shall be moderated in compliance with applicable ~~institution~~University policies governing ~~the posting of~~online postings. Such content ~~on such Institution Online Resources and~~is subject to any applicable terms of service and conditions, or end ~~-~~user agreements ~~of~~established by the third-party hosting platform.

I. Removal of Unauthorized Content

General - Any content created on or posted to an Institution Online Resource (including non-public-facing IT resources) not in compliance with institution or USG policies governing online content shall be removed promptly ~~following~~upon discovery. ~~The authority and responsibility for removing unauthorized content reside with the department that controls the Online Resource where the content is posted, University Communication and Marketing or the Office of Legal Affairs. Ultimate authority for the approval or removal of content on Institution Online Resources rests with the institution's President.~~

Authority and Responsibility - The authority and responsibility for removing unauthorized content reside with the department that controls the Online Resource where the content is posted, University Communication and Marketing or the Office of Legal Affairs. Ultimate authority for the approval or removal of content on Institutional Online Resources resides with the University President.

Cybersecurity ~~–~~ **and Reporting -** Any suspected unauthorized or compromised content should be immediately reported to the ~~Institution's~~ Office of ~~Information Security~~ ITS/Cybersecurity (servicedesk@westga.edu) for a review of ~~any~~ potential data privacy and cybersecurity concerns.

Definitions

~~Institution Online Resources: institution owned or controlled internet domains, websites, webpages, web or mobile applications, official social media accounts of the institution, online educational resources, and institution content generated by employees. Institution Online Resources do not include non-public-facing IT resources (e.g., OneUSG Connect, CourseDen, D2L). Institution Online Resources also do not include personal webpages and social media accounts of the institution's employees and students.~~

Social Media: ~~-~~ media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques online. Examples include, but are not limited to, Instagram, LinkedIn, Facebook, ~~Twitter~~X, YouTube, ~~TikTok,~~ etc.

Guidelines/Related material

University Communications and Marketing (UCM), Social Media website

Web Editors listing~~Web Editors listing~~ **(UWG Single sign-on required)**

Social Media Directory

Approval Signatures

Step Description	Approver	Date