Procedure: Online Resource Management Process

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

A. Statement of Purpose

This procedure concerns the University of West Georgia’s (UWG) ownership, control, and use of all Institution Online Resources, specifically addressing the following:

1. exclusive ownership and control of all Institution 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. approval of content published on an Institution Online Resource; and
4. removal of content improperly published to an Institution Online Resource.

B. Definition of Online Resources

UWG’s Online Resources consist of all 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 excludes personal web pages and social media accounts of the institution’s 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 Online Resources

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

E. Creating New Online Resources and Managing Existing Content

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 Executive Director of Creative Services. All institution web domains are maintained and managed by University Communication and Marketing.

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 Attachment A: 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.

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.

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 PL 1003, UWG-Related Social Media Guidelines and UWG Social Media Directory for more information.

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.

**F. 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.

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.

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.

**G. Moderation of Third-Party Content**

Content created by third-party users of Institution Online Resources shall be moderated in compliance with applicable institution policies governing the posting of content on such Institution Online Resources and subject to any applicable terms and conditions or end user agreements of the third-party hosting platform.

**H. Removal of Unauthorized Content**

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 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.

**Cybersecurity** – Any suspected unauthorized content should be immediately reported to the Institution’s Office of Information Security @ servicedesk@westga.edu for a review of any potential data privacy and cybersecurity concerns.

**Definitions**

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**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, YouTube, TikTok, etc.

**Guidelines/Related material**

[University Communications and Marketing (UCM), Social Media website](#)