



UNIVERSITY OF
WEST GEORGIA

Last Approved N/A
Effective N/A
Next Review N/A

Area Administration/
Governance
(Procedures)
Chief Or Chief
Responsible Advancement
Office Officer

Online Resource Management Process

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

A. Statement of Purpose

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

1. Exclusive ownership and control of all Institutional Online Resources;
2. Exclusive authority to manage existing and acquire future Online Resources in its name;
3. Approval process of content published on Institutional Online Resources; and
4. Procedures for removing content that is improperly published or non-compliant on an Institutional Online Resource.

B. Definition of Online Resources

Institutional Online Resources include all University of West Georgia (USG) owned or controlled internet domains, websites, webpages, web and mobile applications, official University social media accounts, online educational resources, and institution-generated content created by employees.

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 Institutional

Online Resources

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

E. 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:**

- 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:**

- 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:**

- 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:**

- 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:**

- 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.

F. Management of Institution Online Resources

1. **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** – 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 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.

G. Moderation of Third-Party Content

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

H. 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 upon discovery.

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 Office of ITS/Cybersecurity (servicedesk@westga.edu) for a review of potential data privacy and cybersecurity concerns.

Definitions

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, X, YouTube, etc.

Guidelines/Related material

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

[Web Editors listing \(UWG Single sign-on required\)](#)

[Social Media Directory](#)

Approval Signatures

Step Description

Approver

Date