UNIVERSITY of
West Georgia.

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Summary

Web Presence refers to the use of the content publicly available on the World Wide Web representing the University, regardless of its nature. World Wide Web activities and products must be consistent with the University's policies including those on Sexual Harassment, Intellectual Property, and Academic Student Policies, as well as Federal and State computer crimes statutes. By having a formal Web Presence policy in place, representation of the University on the World Wide Web by any department or employee is better understood.

Definitions

Content Management System: A content management system is a system (application) used to manage the content of a website. A content management system allows individuals to make changes to an account based website without expertise in web development or design.

Copyright Materials: Copyright is a form of protection provided by the laws of the United States to the authors of "original works of authorship," including:

- Literary works;
- Musical works, including any accompanying words;
- Dramatic works, including any accompanying music;
- Pictorial and graphic works;
- Motion pictures and other audiovisual works;
- Audio/Sound recordings.

Departmental Homepage: Departmental Homepages are websites typically hosted by the University, the content is owned and maintained by the department and represents both the department and the University.

Personal Webpage: Personal Webpages are websites typically hosted by the University, the content is owned and maintained by an employed member of the University and represents both the individual and the University.

Web Presence: Web Presence refers to the use of the content publicly available on the World Wide Web.

World Wide Web: The World Wide Web (abbreviated as WWW as commonly known as the web) is a system of interlinked hypertext documents accessed via the Internet. The World Wide Web is typically accessed with a web browser.

Purpose

Web Presence refers to the use of the content publicly available on the World Wide Web representing the University, regardless of its nature. By having a formal Web Presence policy in place, representation of the University on the World Wide Web by any department or employee is better understood.

Scope

This policy applies to web sites that represent the University of West Georgia, regardless of nature.

Policy

World Wide Web activities and products must be consistent with the University's academic ethics policies including those on Sexual Harassment, Intellectual Property, and Academic Student Policies, as well as Federal and State computer crimes statutes. It is impossible to anticipate every possible violation, thus it is incumbent upon the site owner to weigh actions against the purpose provided in this policy statement.

This policy defines what the University considers responsible and ethical behavior and applies to all vandalism and mischief that incapacitates, compromises or destroys University resources and/or violates federal and/or state laws.

1. OFFICIAL DOCUMENTS
All official University web pages must be approved by University Marketing and Communications (UCM). A document that is OFFICIAL is one that is said to speak for UWG itself and not some individual who works for UWG. An example of an official document would be a departmental form. Official documents will be formatted as required by UCM.

2. DEPARTMENTAL HOMEPAGES
Departmental Homepages are typically developed and maintained using the campus Content Management System. Departmental homepages can have a distinct appearance, but must adhere to certain design elements defined by UCM.
Departmental homepages are the property of the University and the department they represent, not the creator of those pages.

a. All department names used must be the OFFICIAL names as recognized by the University.
b. All homepages must have at least one clearly marked link back to the UWG main homepage.
c. Use of UWG logos and branding should be limited to those approved by University Communications and Marketing.
d. Information on all departmental pages should be kept as up-to-date as is reasonable.
e. Publication of significant and unique departmental information is encouraged within the bounds of Section 4 of this document: Copyright Materials.
f. A department's main homepage should reside on UWG's main web server, exceptions to this can be made for unique needs of a department. Any additional departmental pages should be linked from the main page.
g. Each department must designate a Site Owner; the site owner is responsible for approving the content on the department webpage.
h. Each department must designate at least one Site Editor; the editor cannot be the site owner.
i. The Site Editor(s) are responsible for maintaining the department's web page(s). Changes to the Department site must be approved by the site owner via the Content Management System.

3. PERSONAL WEB PAGES

Personal web pages belong to individual members of the faculty or staff, or enrolled students Maintenance of personal web pages is the responsibility of the individual. Personal Web Pages must adhere to the grounds of the Acceptable Use Policy. The page owner is responsible for the accuracy of the information presented. The University reserves the right to remove personal web pages that are in violation of any local, state, or federal policy or statutes, or UWG policies or procedures. The University will not be held responsible for providing a copy of any files associated with personal web pages after the pages have been deleted from the university's web server.

4. COPYRIGHT MATERIALS

Departments are responsible for obtaining proper permission when utilizing copyrighted materials. Those permissions should be obtained in writing and maintained as long as that information is displayed on the web page. Individuals are responsible for obtaining and maintaining the same information for personal web pages. The University reserves the right to remove any departmental or personal web page if it contains copyrighted material without proper approval.

5. DISCLAIMER FOR PERSONAL WEB PAGES

Each Personal Web Page must contain the official UWG disclaimer or provide a clearly displayed link to the official university maintained disclaimer page located at www.westga.edu/disclaimer.html.

Document Revision History

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