



Saint Xavier

UNIVERSITY

[www.sxu.edu](http://www.sxu.edu)

WEB POLICIES AND PROCEDURES

# WEB POLICIES AND PROCEDURES

The Office of University Relations is responsible for specific actions to add/change, maintain and troubleshoot the institutional website; however, each school and campus department and office is responsible for content as it pertains to the web pages dedicated to their area. The University website generally follows the guidelines detailed in The Associated Press Stylebook as well as The Yahoo! Style Guide as described in our Content Style Guide.

## DEPARTMENT RESPONSIBILITIES

### CONTENT CONTRIBUTORS

**Public Website:** Each school and campus department and office should designate at least two content contributors who will be responsible for logging in to the OU Campus web system and updating the department's web pages. Once trained on OU Campus, content contributors will be given access to their office's web pages and will have the necessary training to log in and use the content management system (CMS). Effective January 1, 2017, University Relations will not make updates to content for departmental web pages if your department has designated, trained content contributors.

### CONTENT OWNERS

**Public Website:** Each school and campus department and office should designate a content owner who will be responsible for taking ownership of the content on their department's web pages. These individuals are meant to supply content to the content contributors who are responsible for logging in to the OU Campus web system to update content. One person can play the roles of both content owner and content contributor.

### PERMISSIONS

**Public Website:** Only content contributors who have received training in OU Campus will be granted access to the system. Content contributors will be granted permission to edit only their department's pages. If a content contributor tries to edit a page that is not owned by or within their own department, they will be denied editing permissions. If you need updates made to a page not owned by your department, you will need permission from that department prior to requesting changes.

### SOCIAL MEDIA

**Public Website:** Each school and campus department and office are responsible for maintaining its own social media page(s) as University Relations only maintains social media for SXU. Also, the social media buttons on the bottom of every page belong to SXU; department social media buttons will be placed in the left navigation of the department's requested web page(s).

Please refer to the University's Social Media Guidelines and Policy for more information about social media pages.

**Intranet Website:** Because the public website is viewed by prospective students, prospective parents and the overall SXU community, University Relations recommends promoting all institutional social media on the public website.

At this time, no one outside of the Office of University Relations will be trained on using SharePoint to update the intranet. Instead, please submit all changes or inquiries for the intranet to [urprojects@sxu.edu](mailto:urprojects@sxu.edu).

## UNIVERSITY RELATIONS RESPONSIBILITIES

### APPROVAL PROCESS

**Public Website:** All web pages that are changed are automatically sent to University Relations for approval. Please allow 48 to 72 hours for pages to be approved. You will be notified via email once pages have been approved.

**Intranet Website:** Intranet update requests will be followed up by contact from the Office of University Relations.

# WEB POLICIES AND PROCEDURES

## HEADERS AND BRANDING

Public Website: Headers will be maintained by University Relations. Maintenance includes rotating out stale images as well as creating new ones.

All headers and branding are owned by University Relations. University Relations will try to accommodate all other offices by finding photos that best represent the department's mission and goals, but University Relations reserves the right to make the final decision.

In addition, if submitting a photo for header consideration, please make sure photos comply with the following specifications: at least 1500px width and 500px height; high-quality; plenty of cropping room; suitable and unaltered brightness and contrast; suitable and unaltered color. Please note that not all photos submitted can be created into a header because of size or quality restrictions. University Relations will try to accommodate the request but reserves the right to make the final decision.

To request an image for use in the header, please contact [urprojects@sxu.edu](mailto:urprojects@sxu.edu).

Intranet Website: No header requests will be allowed at this time.

## IMAGES

Public and Intranet Websites: If you have any images that you wish to add to the body of a web page or if you would like to request a slideshow, please email all images to [urprojects@sxu.edu](mailto:urprojects@sxu.edu). You will be informed within 24 to 48 hours on whether the images have been approved for use. Please note that images should be no larger than 1000px and no smaller than 250px. Additionally, content contributors outside of University Relations may not insert photos, graphics or multimedia content on web pages without prior authorization.

*Please note that pictures should not replace the text that currently exists on your web page. Above all, a web page should be informative and the best way to do that is through text. Moreover, best practice is to use a combination of mediums (i.e. photos, video, text, etc.) to make the website aesthetically appealing, informative and engaging. Please refer to our Guide for Web Best Practices for more web posting suggestions.*

## KEYWORDS

Public Website: Recommended links associated with the keyword will be displayed at the top of search results with a colored box around it. To request a keyword, please contact [urprojects@sxu.edu](mailto:urprojects@sxu.edu) and include the following information:

1. URL of page
2. page title
3. page description
4. suggestions for keywords
5. expiration date (if applicable)

Please also note that University Relations cannot reorder keywords; Google determines the order of keywords.

Intranet Website: At this time, no keyword requests are being taken.

## LEFT NAVIGATION

Public and Intranet Websites: Site navigation, or the left-hand sidebar, will be maintained by University Relations. To request a link be added or removed from the local navigation, please contact [urprojects@sxu.edu](mailto:urprojects@sxu.edu).

## LINKS

Public and Intranet Websites: Linked text on a page will be of text describing the page that is being linked. Out of best practice, it shall never use the phrase "click here." Please refer to our Guide for Web Best Practices for more web posting suggestions.

## LINKS TO INTERNAL UNIVERSITY WEB PAGES

Links from a University web page to other web pages hosted on the University servers must not open in a new browser window.

# WEB POLICIES AND PROCEDURES

## LINKS TO NON-UNIVERSITY WEBSITES

All requests for external linkages from University web pages will be considered on a case-by-case basis. University Relations retains the right to rescind its permission for external links, either for a cause or as a result of a change in policy and procedures.

External links do not imply an endorsement of any particular policies, programs, services or products by Saint Xavier University.

Links external to the University domain must open in a new browser window.

## LINKS TO NON-WEB DOCUMENTS

Links to documents that require a non-browser software application or browser plug-in will open in a new window format. Links must indicate the file format of the linked document surrounded by parenthesis. Examples: (PDF) for portable document format, (DOCX) for a Word document, (PPTX) PowerPoint and (XLS) for Excel.

## LINKS TO AUXILIARY WEBSITES

Links from the main University website to other websites hosted on the University servers must open in a new browser window. Examples: Student Handbook, Residence Life Handbook, University Catalog, etc.

## MEGAMENU AND GLOBAL NAVIGATION

**Public Website:** The megamenu will be maintained by University Relations. To request a megamenu change, please contact [urprojects@sxu.edu](mailto:urprojects@sxu.edu).

University Relations will review proposals to add a link to your department's web pages in the megamenu. University Relations will track the metrics and traffic on your site for three months before making a decision on whether to add it or not. Other factors that will be evaluated during the decision process include best practice and what prospective and current students use.

**Intranet Website:** The global navigation menu on mySXU will be maintained by University Relations and Information Technology. To request a main navigation change, please contact [urprojects@sxu.edu](mailto:urprojects@sxu.edu). University Relations will review proposals to add a link to your department's web pages in the megamenu. If approved, Information Technology will make the necessary adjustments.

## mySXU

All changes for mySXU should be submitted directly to [admintech@sxu.edu](mailto:admintech@sxu.edu). A staff member from Admin Tech will then handle your request and notify you once the web page(s) has been updated.

## NEW WEB PAGE REQUESTS

**Public and Intranet Websites:** University Relations will handle all new web page requests. To request a new page, please contact [urprojects@sxu.edu](mailto:urprojects@sxu.edu) and include the following information:

1. site where page should be placed (public or intranet)
2. content
3. images (if applicable)
4. PDFs (if applicable)
5. date and time of event (if applicable)
6. specific department taking ownership of the web page

## WEB PAGE MAINTENANCE

Once the web page has been built, the content contributors will be responsible for keeping the page updated. Once the event has passed, we ask that you update that page with post-event content. If you have pictures or videos, please submit them to [urprojects@sxu.edu](mailto:urprojects@sxu.edu), and we can add them to the respective web page. Outdated web pages other than annual events are subject to being made offline or deleted.

# WEB POLICIES AND PROCEDURES

## ONLINE REGISTRATION AND PAYMENT FORMS

**Public Website:** When requesting an online registration form, please include all the information you are trying to collect, i.e. name, address, phone number, email, number of attendees, additional questions, etc. We also ask that you provide content for the form (if applicable) and the contact person(s) to receive notification emails once the form is in use.

University Relations will let the requestor know whether or not a form request can be completed. We do not create forms that fundraise for teams, clubs or organizations.

Online registration forms can take up to at least two weeks. If payment is being included, the process can take up to four weeks.

To request online registration and payment forms, please contact [urprojects@sxu.edu](mailto:urprojects@sxu.edu).

**Intranet Website:** To request an online registration, whether it includes payment or not, please contact [admintech@sxu.edu](mailto:admintech@sxu.edu).

## PERSONAL WEBSITES

University Relations is not responsible for the creation or maintenance of content hosted within the web space of any individual faculty, staff or student including those of student organizations. University Relations will not publish links to personal websites on the University's website.

However, University Relations can provide a public presence. (See example of our Math Department's Meet Our Faculty and Staff web page.)

Content specific to an individual or student organization, including instructional content such as syllabi, individual course schedules or faculty credentials, are expected to be hosted on Canvas, or the self-maintained website of the individual or organization.

Should any individual faculty, staff, student or student organization and/or club want to maintain their own personal website, University Relations recommends and encourages the following disclaimer message to be placed on a web page within the website:

This website is maintained by faculty and/or students of Saint Xavier University and the authors are solely responsible for its editorial policy and content. Saint Xavier University disclaims all liability for any data, information or opinions contained therein.

In addition, all personal websites must provide a prominent link back to the main University website, [www.sxu.edu](http://www.sxu.edu).

Support for personal sites can be obtained by contacting Client Services at [hub.sxu.edu](http://hub.sxu.edu).

## RIGHT SIDEBAR

**Public Website:** If you would like to include or remove a right sidebar from one of your department's web pages, please send your request to [urprojects@sxu.edu](mailto:urprojects@sxu.edu).

If you would like to request content – such as videos, spotlights, calendars or testimonials – for the right sidebar, please send your request to [urprojects@sxu.edu](mailto:urprojects@sxu.edu) and include the following materials:

1. appropriate text
2. URL or name of video (if applicable)
3. images (if applicable)

**Intranet Website:** No right sidebar requests will be taken due to the template only including main body text.

# WEB POLICIES AND PROCEDURES

## VIDEOS

Public Website: If there is a video you would like to use on your web page, please send a request to [urprojects@sxu.edu](mailto:urprojects@sxu.edu) and include the following information in your request:

1. caption
2. URL of the page the video is to be placed on
3. URL of the video (if located on YouTube)
4. length of video and quality
5. sponsoring department

*Please note University Relations reserves the right to refuse or edit any videos posted to the public website.*

Intranet Website: Because our videos are mainly used as promotional and marketing tools, University Relations recommends placing all videos on the public website.

## WEB PAGE CHANGE REQUEST

Public Website: University faculty and staff who do need to make a change to their web page should first contact their department or office head or University Relations to find out who the content contributors are in their department or office. If it turns out no one is trained on OU Campus in that department and changes need to be made to the web pages, University faculty and staff can submit a request to [urprojects@sxu.edu](mailto:urprojects@sxu.edu). Please include the following information in your request:

1. text
2. URL of page
3. images (if applicable)
4. PDFs (if applicable)
5. date and time of event (if applicable)

Please allow 72 hours for requests to be completed.

Intranet Website: All requests can be submitted to [urprojects@sxu.edu](mailto:urprojects@sxu.edu). Please allow at least 72 hours for requests to be completed.

## DISCLAIMER

All requests are subject to approval. University Relations reserves the right to refuse or edit any request as to maintain style guidelines, SEO, best practice and the purpose and integrity of the website. University Relations also reserves the right to make addendums to policies as questions and concerns are brought to our attention. In which case, all content contributors will be notified via email of these changes to policies and procedures.

University web pages must comply with the federal Section 508 guidelines and Priority 1 recommendations of the World Wide Web Consortium's Web Accessibility Initiative.