



Saint Xavier

UNIVERSITY

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 college, school, campus department or office is responsible for maintaining their respective webpages and ensuring they remain current and accurate. 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

Each college, school, campus department or office should designate at least two content contributors who will be responsible for logging in to the Omni CMS web system and updating the department's webpages. Once trained on Omni CMS, content contributors will be given access to their office's webpages and will have the necessary training to log in and use the content management system (CMS). University Relations will not make updates to content for departmental webpages if your department has designated, trained content contributors.

CONTENT OWNERS

Each college, school, campus department or office should designate a content owner who will be responsible for taking ownership of the content on their department's webpages. These individuals are meant to supply content to the content contributors who are responsible for logging in to the Omni CMS web system to update content. One person can play the roles of both content owner and content contributor.

PERMISSIONS

Only content contributors who have received training in Omni CMS 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

University Relations works with official social media accounts to create engaging and active communities.

Only official social media accounts will be promoted on the website.

If you have any questions, please contact socialmedia@sxu.edu.

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

UNIVERSITY RELATIONS RESPONSIBILITIES

APPROVAL PROCESS

All webpages 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.

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IMAGES

If you have any images that you wish to add to the body of a webpage or if you would like to request a slideshow, please email all images to 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 webpages without prior authorization.

Please note that pictures should not replace the text that currently exists on your webpage. Above all, a webpage 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.

HEADSHOTS

Headshots should be professional. Please avoid busy patterns, low lighting or a busy background. If you would like to submit your headshot, the photo should be in a 4:3 (8x10) ratio; images should be taken from the chest up with at least 3 fingers of space above your hair. Please email your headshot to urprojects@sxu.edu to add it to the website. University Relations has the right to make the final decision.

KEYWORDS

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 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.

NAVIGATE SECTION

Navigate section will be maintained by University Relations. To request a link be added or removed from the local navigation, please contact urprojects@sxu.edu.

LINKS

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."

LINKS TO INTERNAL UNIVERSITY WEBPAGES

Links from a University webpage to other webpages hosted on the University servers must not open in a new browser window.

LINKS TO NON-UNIVERSITY WEBSITES

All requests for external linkages from University webpages 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.

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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, etc.

MEGAMENU AND GLOBAL NAVIGATION

The megamenu will be maintained by University Relations. To request a megamenu change, please contact urprojects@sxu.edu.

University Relations will review proposals to add a link to your department's webpages 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.

mySXU

All changes for mySXU should be submitted directly to The HUB at hub.sxu.edu. A staff member from Client Services will then handle your request and notify you once the webpage(s) has been updated.

NEW WEBPAGE REQUESTS

University Relations will handle all new webpage requests. To request a new page, please contact urprojects@sxu.edu and include the following information:

1. Location where page should be placed
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 webpage
7. University Relations will not build a new webpage until content is given.

WEBPAGE MAINTENANCE

Once the webpage has been built, the content contributors will be responsible for keeping the page updated. Outdated webpages are subject to being made offline or deleted.

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 the Campus Directory.

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 webpage 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.

Support for personal sites can be obtained by contacting Client Services at hub.sxu.edu.

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VIDEOS

If there is a video you would like to use on your webpage, please send a request to 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. Video to be uploaded to the SXU YouTube channel*
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.

WEBPAGE CHANGE REQUEST

University faculty and staff who do need to make a change to their webpage 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 Omni CMS in that department and changes need to be made to the webpages, University faculty and staff can submit a request to 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.

DISCLAIMER

All Requests are subject to approval. University Relations reserves the right to refuse 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 changes to policies and procedures.

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