

ECM Governance Policies

UCT Web Content Management Policy

Document summary

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Policy owner	Executive Director: Communication and Marketing Department		
Approved by	Council	Reviewed by	Council
Enquiries	Communication and Marketing Department		

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Purpose

The University of Cape Town's websites are official UCT publications, providing information and services required by staff, students and other users. For many visitors these sites will create the first impression they form of the University. As such official UCT websites must be accurate and up to date at all times in order to ensure a reliable service to users and to manage the University's reputation and image online. Out of date or inaccurate information may render the University liable should a user act on it in good faith.

This policy contains the minimum standards and guidelines that need to be followed by an official UCT website to ensure consistency, currency, accuracy and reliability of information published online.

Definitions

Term	Definition
Website owner	Owner of an official UCT website; may be the same as the content owner
Web content owner	Owner of the content or a section of the content on an official UCT website
Web content manager	Person formally tasked with maintaining the content of a UCT website or a section of such a site
Official website	A website owned and operated by an organisational entity of UCT, including but not limited to a faculty, department, school, centre, division, group, unit, office, or service; includes the UCT corporate website (www.uct.ac.za)
Extranet website	A restricted access site or portal that is accessible by both internal and a specific, individually identified group of external users
Intranet website	Website with access restricted only to users within UCT or a particular organisational unit
Faculty website	A website owned and operated by a UCT faculty; a website dedicated to a UCT faculty (e.g. www.law.uct.ac.za)
Vula site	Content hosted on Vula (vula.uct.ac.za), UCT's online collaboration and learning environment
Staff site	Website owned and maintained by an active UCT staff member, with content related to the staff member's position, work or research at UCT
Postgraduate student websites	Site belonging to a postgraduate student, covering the student's work or research at UCT
Portal	Website or website platform that provides or links to content from various web sources, centred around a particular discipline, user objective or subject
UCT open content	UCT content governed by open licenses or in the public domain
PASS	Professional, Administrative and Support Staff
CMD	Communication and Marketing Department

Applicable to

All official website owners, content owners and content managers, and all official UCT websites (whether hosted at UCT or not), including but not restricted to:

- UCT corporate website (www.uct.ac.za)
- Faculty websites (i.e. www.law.uct.ac.za)
- Academic department, school and affiliated websites, including:

- institute, division, centre and group websites
- unit websites
- programme websites
- Research group or unit websites
- Library websites
- PASS department, service, office or unit websites
- Project websites
- Conference websites
- Sports club websites, residence websites, student society websites
- Wikis and blogs hosted at UCT
- Extranet websites
- Intranet websites
- UCT open content websites
- Portals
- Staff websites
- Postgraduate student websites
- Vula sites
- Web applications
- Trade union websites

Exclusions

- None noted.

Policy summary

1. Official UCT websites must comply with the relevant legislation and policies
2. Official UCT websites must be branded appropriately
3. Official UCT web content must have designated owners and content managers
4. User-centricity should be the guiding principle behind UCT web publishing
5. Content on official websites must be kept up to date and accurate at all times
6. Official websites should display relevant contact information
7. Residence, sports club and student society websites must display a disclaimer
8. Old or obsolete content or websites must be removed from the web
9. Staff and postgraduate student websites must contain UCT-related content
10. Only UCT-related products, services or events may be advertised on any component of UCT's official web presence
11. Official UCT websites must comply with the UCT Domain Name Policy
12. Official UCT websites must comply with the UCT Web Hosting Policy

Policy details

1. Official UCT websites must comply with the relevant legislation and policies

- 1.1. The University is subject to all South African legislation that applies. All content on official UCT websites must be regarded as subject to copyright and intellectual property law, and as belonging to the University of Cape Town in the person of the Registrar (as designated by the Vice-Chancellor).
 - 1.1.1. Use of this content is governed by the concept of “fair usage”.
 - 1.1.2. Some content may be wholly or co-owned by individuals or organisations that do business with or partner with the University in particular endeavours.
- 1.2. No UCT website may be used to contravene the constitutional rights of any person or persons.
- 1.3. Any web content deemed to be in contravention of South African legislation will be removed from UCT web servers immediately.
- 1.4. A list of relevant University policies is available at the end of this document.

2. All official UCT websites must be branded appropriately

- 2.1. Every official UCT website must display the rectangular or round multilingual logo, which must be linked to www.uct.ac.za.
 - 2.1.1. The logo must be sourced from the central repository via hyperlink.
 - 2.1.2. The rectangular logo must be no smaller than 304x45 pixels; the round logo must be no smaller than 120x122 pixels.

Round multilingual logo	Rectangular multilingual logo
	

- 2.2. The UCT badge may not be used on its own, nor may it or the full version of the logo be merged with another logo.
 - 2.3. An official UCT website may be co-branded if the website is co-owned by UCT and another entity, or by a UCT entity that has its own logo.
 - 2.3.1. For information on the use of the logo in conjunction with another consult the UCT Corporate Branding Policy.
 - 2.4. UCT branding may not be used on third-party websites without official approval.
- ### 3. All official web content must have designated owners and content managers
- 3.1. All web content, whether all content on a particular site or the content of a section of a site, must have a web content owner assigned to it.
 - 3.1.1. The web content owner is accountable to the website owner who, in turn, is regarded as accountable for the website as a whole by CMD.

- 3.2. All web content owners must designate a web content manager or managers to maintain the content.
 - 3.2.1. Web content managers are tasked with the actual day-to-day maintenance of the content concerned.
- 3.3. The responsibilities of website or web content owners and web content managers must be written into their job descriptions; where this does not happen accountability and responsibility must be assigned to the owners or managers in writing.
 - 3.3.1. This accountability/ responsibility must be detailed and followed up on in the Personal Performance System and appraisals. Appropriate action must be taken should the responsible person not perform the task as required and agreed on.
- 3.4. All web content managers must be UCT staff members or registered third parties.
- 3.5. CMD must be kept informed of the identity of all website and web content owners, and web content managers.
- 4. User-centricity should be the guiding principle behind UCT web publishing**
 - 4.1. UCT web content should be structured, organised and composed in a manner that does not require prior knowledge of the institution's organisational structure or terminology on the part of website users.
- 5. All content on official websites must be kept up to date and accurate at all times**
 - 5.1. Due diligence must be exercised by designated web content managers to ensure the currency and accuracy of all content they are responsible for.
 - 5.1.1. Failure to do this will be regarded as non-compliance with this policy and line managers of web content managers will be required to take appropriate disciplinary steps.
 - 5.1.2. Web content owners and managers should keep in mind that out of date and/or inaccurate information may render the University liable should someone act on it.
 - 5.2. Official University websites must be professional in their presentation and content: web content managers should take care to avoid errors, typos, broken links, missing images or pages, and so forth.
 - 5.3. Actual duplication of content across multiple websites should be avoided.
 - 5.3.1. Content should rather be sourced from a single source where possible.
 - 5.4. Web content managers should follow commonly-accepted guidelines on how to write for the web.
 - 5.4.1. Contact the ICTS Content Architecture team for more information.
- 6. All official websites must display appropriate contact information**
 - 6.1. Every official website must display contact information for the faculty, department, school, centre, group, unit or other UCT entity whose content is published on it.
 - 6.1.1. This must include a physical/postal address, phone and fax number, and an email address or form.
 - 6.2. Every official website must display contact details for the person responsible for its content management.

- 6.3. In cases where an old website remains useful as a reference site or archive it should be clearly stated that the site is no longer being updated.
 - 6.3.1. The owner's current contact details should be provided on the site.
- 7. All residence, student society and sports club websites must display a disclaimer**
 - 7.1. The contents of a residence, student society or sports club website is not to be regarded as approved of by the University or representing official views of any University body. To this end all such sites must display the following disclaimer:

The University of Cape Town does not endorse any part of the content of this website.
- 8. Old or obsolete content or websites must be removed from the web**
 - 8.1. Information that is no longer current or relevant must be removed from official websites by the designated web content managers.
 - 8.2. Old or obsolete websites must be removed from the web.
 - 8.2.1. CMD reserves the right to take the necessary steps to remove such sites from the web should attempts to have them updated by their owners fail.
 - 8.2.2. Ownerless sites will be removed from the web after reasonable attempts to trace the owners.
- 9. Staff and postgraduate student websites must contain UCT-related content**
 - 9.1. UCT staff and postgraduate websites hosted at UCT may only contain content related to the owner's role, work, research or studies at UCT.
- 10. Only UCT-related products, services or events may be advertised on any component of UCT's official web presence**
 - 10.1. Advertising of products, services or events not related to UCT is not allowed unless:
 - 10.1.1. they are offered by an official partner to the University, or
 - 10.1.2. the advertisement is part of a formal agreement with another party by the Executive.
 - 10.2. Exception: the classified advertisements that form part of the *Monday Paper* are published on the corporate website as part of each new edition.
- 11. Official UCT websites must comply with the UCT Domain Name policy**
 - 11.1. Consult the UCT Domain Name Policy.
- 12. Official UCT websites must comply with the UCT Web Hosting policy**
 - 12.1. Consult the UCT Web Hosting Policy.

Policy violations

Corporate website

Failure to maintain and update content will be deemed non-compliance. Should this persist despite requests to take appropriate action the web content manager concerned may be denied access to the web content management system. In such a case the web content manager's line manager or head of department will be approached by CMD to resolve the issue.

Other official sites

Failure to maintain and update content and to display appropriate branding will be deemed non-compliance. Inaccurate and out of date content on an official UCT website could result in the removal of the affected web content or website after a reasonable effort has been made by CMD to contact the website owner and/or solicit compliance.

Roles and responsibilities

Roles

<u>Department/designation</u>	<u>Role</u>
Internal Audit	<ul style="list-style-type: none"> Monitoring of legal compliance
Communication and Marketing Department (CMD): Executive Director	<ul style="list-style-type: none"> Oversight of UCT's official web presence, as designated by the Vice-Chancellor
Information and Communication Technology Services (ICTS)	<ul style="list-style-type: none"> Provision of information technology services and maintenance
Web content owner: Dean	<ul style="list-style-type: none"> Ultimately accountable for the faculty's web presence (websites and content) Designated faculty website owner (e.g. www.law.uct.ac.za)
Web content owner: Executive Director	<ul style="list-style-type: none"> Ultimately accountable for the PASS department's web presence (websites and content) Designated PASS department website owner
Faculty web manager	<ul style="list-style-type: none"> Maintenance and updating of the faculty website Oversight of the faculty web presence (websites and content)
Web content owner: head of department, school, centre, division, research group, unit, office, service or other UCT entity	<ul style="list-style-type: none"> Ultimately accountable for the web presence and content of the department, school, centre, division, research group, unit, office, service or other UCT entity Designated official website owner
Corporate site web content manager	<ul style="list-style-type: none"> Maintenance and updating of content on the UCT corporate website (www.uct.ac.za)
Web content manager	<ul style="list-style-type: none"> Maintenance and updating of official websites or sections of websites

Responsibilities

Department/designation	Responsibility
Internal Audit	<ul style="list-style-type: none"> • Governance and compliance reviews
Communication and Marketing Department (CMD)	<ul style="list-style-type: none"> • Business owner of corporate website and web content management system • Definition and maintenance of overall navigational architecture • Maintenance of corporate website news and other designated sections of the corporate website • Monitoring and ensuring adherence to the UCT Web and Corporate Branding Policies • Monitoring and ensuring adherence to UCT Web Procedures • Monitoring websites, content owners and content managers • Training of content managers on the corporate web content management system • Website guidance and advice • Approval of applications for websites • Approval of the granting of access and rights to the web content management system • Co-maintenance (with ICTS) of the official UCT website register • Web assistance and guidance • Website enquiries
Information and Communication Technology Services (ICTS)	<ul style="list-style-type: none"> • Technical owner of web content management system • Web server and system maintenance • Website and web content back-ups • Granting access and rights • Ensuring adherence to the UCT Web Hosting Policy and the UCT Domain Name Policy (in consultation with CMD) • Domain name approval and registration • Co-maintenance (with CMD) of the official UCT website register • Information technology assistance and guidance • Information technology inquiries
Web content owner: Dean	<ul style="list-style-type: none"> • Assigning and managing the designated faculty web content manager
Web content owner: Executive Director	<ul style="list-style-type: none"> • Assigning and managing the designated PASS department web content manager

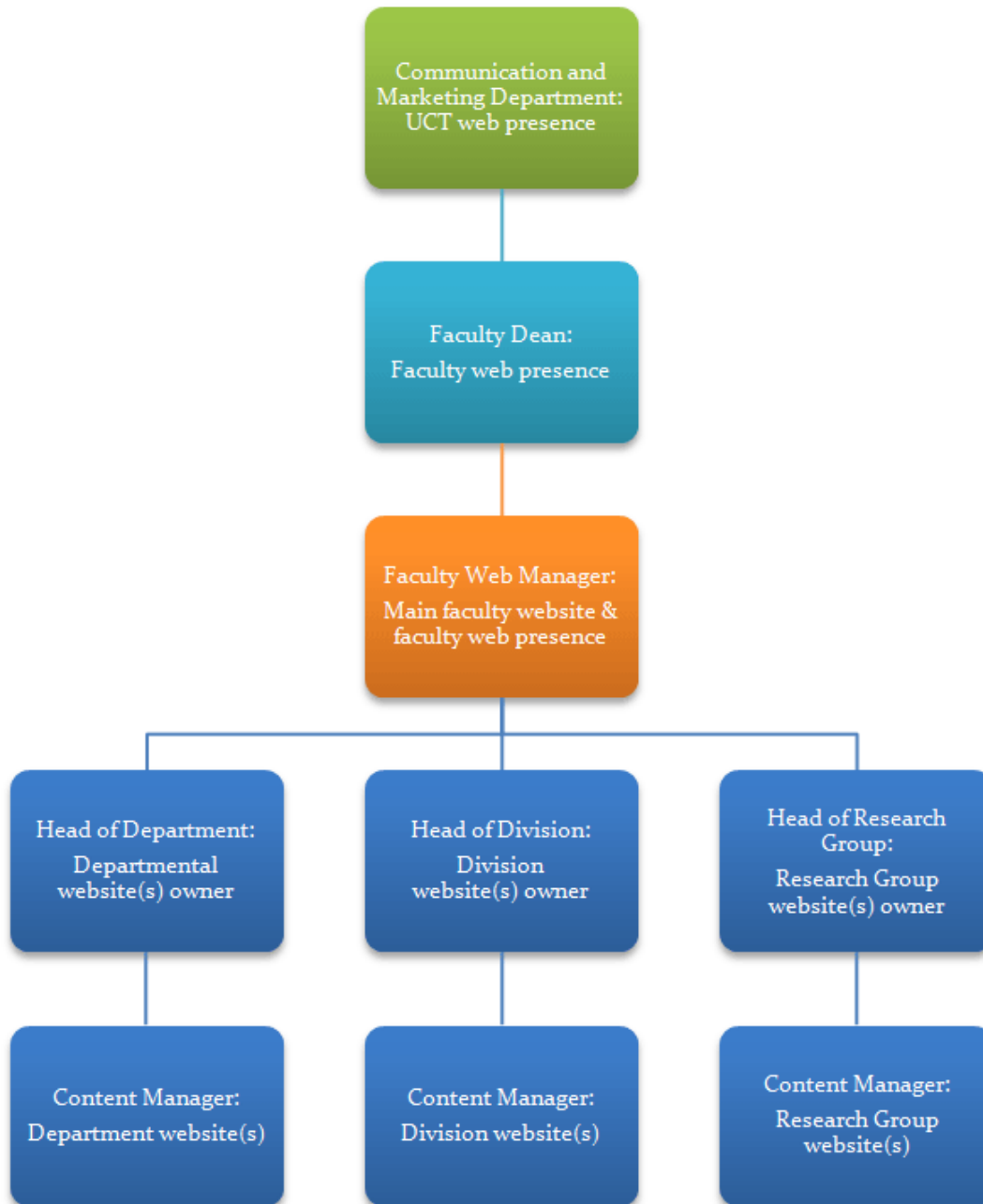
Department/designation	Responsibility
Faculty web manager	<ul style="list-style-type: none"> • Day-to-day maintenance and updates of the faculty website • Responsible for overseeing the faculty's web presence and monitoring compliance with relevant web policies
Web content owner: head of department, school, centre, division, research group, unit, office, service or other UCT entity	<ul style="list-style-type: none"> • Assigning and managing designated content managers to maintain and update the website(s) or web pages of the department, school, centre, division, research group, unit, office, service or other UCT entity • Keeping CMD informed of the number and nature of sites owned by the department, school, centre, group, unit, or other UCT entity
Corporate site web content manager	<ul style="list-style-type: none"> • Day-to-day maintenance and updates of sections and pages on the corporate website (www.uct.ac.za) • Metadata maintenance (where applicable) • Maintaining or implementing compliance with relevant web policies
Web content manager	<ul style="list-style-type: none"> • Day-to-day maintenance and updates of official websites or website sections • Metadata maintenance (where applicable) • Maintaining/implementing compliance with relevant web policies

Related links

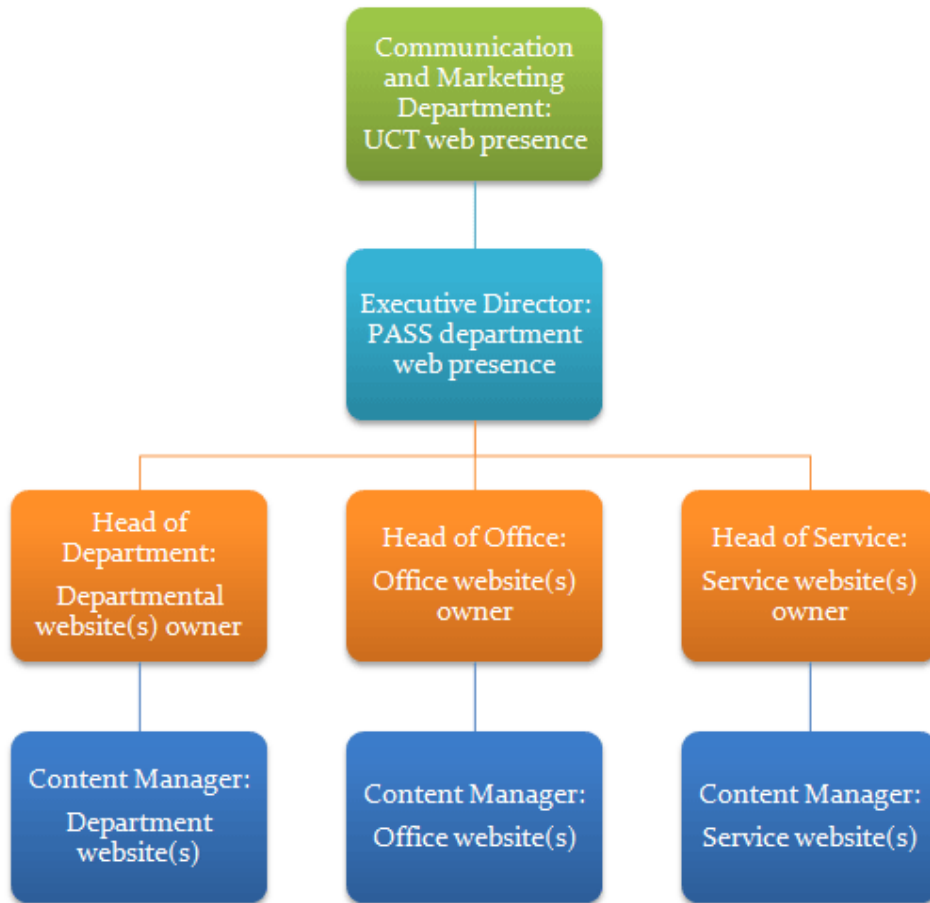
- [Appropriate Use of Computing Facilities Policy](#)
- [UCT Domain Name Policy](#)
- [UCT Intellectual Property Policy](#)
- [UCT Policy and Rules on Internet and Email Use](#)
- [UCT Values: A Statement of Values for the University of Cape Town and its Members](#)

Appendices

Faculty web governance model



PASS department web governance model



Corporate website sections managed by CMD

Forthcoming

