UCT Digital Presence Policy

Document summary

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Version	Revision Type	Amendments	Approved by	Signed	Review date

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1. Purpose

The University must manage its official Digital Content in a manner compliant with legislation, in such a way as to best serve its operational and business requirements, preserve institutional memory and manage risk effectively. This policy aligns with the UCT Digital Presence Governance Framework and aims to govern the management of UCT Digital Content on UCT Websites and in all applications that expose UCT content on the Internet to ensure its consistency, currency, accuracy, and reliability.

2. Definitions

Term	Definition
Artificial Intelligence (AI)	"[T]echnology that enables computers and machines to simulate human intelligence and problem-solving capabilities. (IBM)
Confidential Information	Personal confidential information about an individual or information which is confidential for professional reasons, including: • trade secrets • confidential research data • personal information about another individual (such as but not limited to information about their medical history, or sexuality) • details of complaints and/or legal proceedings
Digital Content	Text, audio, video, or images on a UCT Website, blog, intranet, extranet, portal, mobile app, chatbot, Social Media Account, and any other application that displays UCT content via a web interface; excludes published scholarly content
Digital Content Author	Writer of UCT Digital Content, responsible for its accuracy and currency
Digital Content Manager	A person formally tasked with maintaining Digital Content
Digital Content Owner	An owner of Digital Content, accountable for its accuracy and currency
Digital Presence	Comprises Websites, Social Media sites and Accounts, including their Digital Content, and the Digital Content on UCT Web Applications, mobile apps, chatbots, and other internet-enabled products and services, etc., whether hosted internally or externally to UCT
Digital Presence Manager	Responsible for the oversight and management of the Digital Presence of a specific constituency such as a faculty; may be a new position or a role added to an existing position
Digital Presence Owner	Owner of a specific constituency's Digital Presence, accountable for its content (e.g.: a faculty dean is the owner of that faculty's Digital Presence)
Extranet Website	A restricted-access site or portal that is accessible by both internal and a specific, individually identified group of external users
Fair Dealing	As detailed in Section 12 of the Copyright Act of South Africa
Intranet Website	A website with access restricted to users within UCT or a particular organisational unit

Open Access Content	UCT content governed by open licenses or in the public domain; open access works of scholarship, governed by the UCT Open Access Policy
PASS	Professional, administrative and support staff
POPIA	Protection of Personal Information Act
Postgraduate Student Websites	A site owned and maintained by a postgraduate student, covering the student's work and/or research at UCT
Registered Third Party	A person with access to the UCT network via a UCT third-party account
Staff Member Website	A website owned and maintained by an active or emeritus UCT staff member, with content related to the staff member's position, work and/or research at UCT
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, regardless of where the website is hosted
UCT Entity	Any faculty, department, school, centre, division, group, unit, office, service, centre, or other organisational entity of UCT; or any official Staff or Student grouping of UCT
(Digital) User-Centricity	The principle of specifically designing digital material to meet and accommodate the needs, preferences, and expectations of the target audience
WCAG 2.0	Web Content Accessibility Guide, version 2.0
Web Application	Any software program that is accessed and used over the Internet through a web browser or web protocols
Website Owner	The person who authorised the creation of a UCT website, accountable for its content (e.g.: the head of an academic department is the owner of that department's main website and any others they authorised)

3. Applicable to

3.1. This policy is applicable to all Digital Presence and Website Owners, as well as Digital Content Owners, Managers, and Authors; all UCT websites and applications hosting digital content; and staff, students and affiliates making use of the university's Digital Presence resources.

4. Exclusions

4.1. None noted.

5. Policy details

5.1. UCT websites and Digital Content must comply with the relevant South African legislation and policies.

5.1.1. The University is subject to all South African legislation that applies. All UCT Digital Content 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).

5.1.2. Use of this content is governed by the concept of "fair dealing" as described in the Copyright Act of South Africa.

5.1.3. No UCT website or Digital Content may be used to contravene the constitutional rights of any person or persons.

5.1.4. Any Digital Content deemed to be in contravention of South African legislation must be removed as soon as possible.

5.2. UCT websites and Digital Content must comply with applicable UCT policies and standards. In particular:

5.2.1. In particular:

- Domain Name Policy
- Web Hosting Policy
- Digital Presence Standards
- Account and Password Policy

5.3. All public UCT websites must be listed in the UCT website register, regardless of where they are hosted.

5.3.1. The Communication and Marketing Department (CMD) maintains the UCT website register.

5.3.2. All Website Owners must ensure that CMD is aware of their websites and informed when new websites are created, and old websites decommissioned.

5.4. UCT websites must be created, managed, and maintained using the official web content management system.

5.5. UCT websites and applications containing Digital Content must be branded appropriately and in line with the UCT Brand Guidelines.

5.6. UCT entities with a substantial Digital Presence must assign or appoint a Digital Presence Manager.

5.6.1. Faculty deans, as the owners of their faculties' digital presences and accountable for the same, must employ or assign a Digital Presence Manager with sufficient capacity to maintain the main faculty website and oversee and manage the wider faculty Digital Presence.

5.6.2. This stipulation also applies to large websites with content owned by multiple Web Content Owners, such as the Human Resources Department website. A Digital Presence Manager with sufficient capacity to manage the main departmental website must be employed or assigned to oversee and manage it and any wider departmental Digital Presence.

5.6.2.1. This will ensure and enable proper oversight over large collections of websites or large websites, which is not achievable by assigning Digital Content Managers to the individual sites or to the individual sections of a large site with content owned by multiple Digital Content Owners.

5.7. Digital Content must have designated owners and content managers.

5.7.1. All Digital Content must have a Digital Content Owner.

5.7.2. All website and application owners must designate a Digital Content Manager or Digital Content Managers to maintain the content.

5.7.3. The responsibilities of Website or Digital Content Owners and Digital Content Managers must be written into their job descriptions; where this is not feasible, accountability and responsibility must be assigned to the owners or content managers in writing.

5.7.4. This accountability/responsibility must be detailed and followed up on in performance appraisals where applicable. Appropriate action must be taken should the responsible person not perform the task as required and agreed to.

5.7.5. All Digital Content Managers must be UCT staff members, students or, where applicable, Registered Third Parties.

5.7.6. CMD must be kept informed of the identity of all Website and Digital Content Owners and Content Managers, for inclusion in the website register.

5.8. Digital Content Managers must undergo training where applicable.

5.8.1. The official web content management system training conducted by Information and Communication Technology Services (ICTS) is mandatory. No access will be granted to the system without successful completion of the training.

5.9. User-centricity must be the guiding principle behind UCT digital publishing.

5.10. Digital Content on UCT websites must be kept up to date and accurate at all times.

5.10.1. Website and Digital Content Owners, Authors, and Managers must be cognisant that out of date and/or inaccurate web content exposes the website or application owner as well as UCT to the risk of liability.

5.10.2. UCT websites and Digital Content must be professional in presentation: Digital Content Authors and Managers must take care to avoid errors, typos, broken links, missing images or pages, and so forth.

5.11. Open Access Content must not be added to the official web content management system.

5.11.1. Open Access Content must be hosted in “officially designated Institutional Repositories and other acceptable curatorial systems”, as per the Open Access Policy.

5.12. Confidential information may not be published online without permission to avoid a potential breach of data protection or UCT privacy rules.

5.12.1. It is required per POPIA to obtain consent from any individual identifiable in Digital Content.

5.13. Obsolete websites and Digital Content must be rendered inaccessible by the public or removed.

5.13.1. CMD reserves the right to have obsolete websites and Digital Content removed should attempts to have them updated fail.

5.14. UCT Staff and Postgraduate Student websites hosted at UCT may only contain content related to the owner's role, work, research, or studies at UCT.

5.15. Only officially sanctioned products, services or events may be advertised on any component of UCT's Digital Presence.

5.15.1. Advertising of products, services or events not related to UCT is not allowed unless they are offered by an official partner to the University, or if the advertisement is part of a formal agreement with another party by the Executive.

5.16. UCT websites and Digital Content must strive to be compliant with WCAG 2.0.

5.17. AI tools and AI-generated Digital Content must be used responsibly and lawfully.

5.17.1. Website and Digital Content Owners, Authors, and Managers must

5.17.1.1. use AI technologies responsibly and in line with the stipulations of South African law for digital content creation, curation, and user interaction.

5.17.1.2. ensure that their actions align with UCT's values and ethical standards.

5.17.1.3. strive for transparency when using AI-powered tools for Digital Content.

5.17.1.4. avoid perpetuating bias in AI-generated Digital Content and interactions with Digital Content users.

5.17.1.5. ensure that AI-generated content, such as automated responses, personalised recommendations, and content served by tools such as chatbots, is and remains accurate, relevant, and reliable.

5.17.1.6. regularly monitor and review AI-generated content to maintain quality standards.

5.17.2. Any instances of AI bias, algorithmic errors, or AI-created ethical dilemmas must be reported to the relevant authorities for investigation and resolution.

5.17.3. CMD must be notified of all AI tools that generate Digital Content for UCT's Digital Presence for inclusion in the relevant registers.

5.18. UCT Websites and Digital Content that were created before this Policy came into effect must be brought in line with its stipulations within two years of its ratification. This period may be reduced depending on the risk involved.

6. Policy violations

6.1. The Digital Presence Team (DPT) will proactively engage with parties found to be non-compliant with UCT Digital Presence policy. Parties that are unable to meet the requirements contained in the policy are required to apply for dispensation through the DPT. Non-compliance with policies may lead to performance management or disciplinary action in line with UCT rules and regulations governing such procedures.

7. Roles and responsibilities

Role	Responsibilities
Digital Presence Owner	• Accountable for a specific constituency's Digital Presence and its content

Digital Presence Manager	• Overseeing and managing a specific constituency's Digital Presence • Informing CMD of the creation or removal of UCT Websites • Supporting the constituency's Digital Content Managers as capacity allows
Website Owner	• Authorising and approving the creation of UCT Websites • Accountable for their content • Informing CMD of the creation or removal of UCT Websites
Digital Content Owner	• Accountable for providing Digital Content • Accountable for Digital Content accuracy and currency
Digital Content Writer	• Writing UCT Digital Content • Responsible for its accuracy and currency
Digital Content Manager	• Managing and maintaining a Website and its content or maintaining the content in a UCT application • Ensuring content accuracy and currency • Monitoring and reporting on Website statistics • Being a member of the Community of Practice

See the Digital Presence Governance Framework for the Digital Presence governance structure.

8. Related links

This Policy should be read in conjunction with the following:

- Account and Password Policy
- Appropriate Use of Computing Facilities Policy
- Brand Guidelines
- Copyright Act of South Africa
- Digital Presence Governance Framework
- Digital Presence Standards and Guidelines
- Disability Policy
- Domain Name Policy
- General Rules and Policies (Handbook 3: "Rules on Conduct for Students"; "Rules on Meetings" – on freedom of expression)
- Information Security Policy
- Intellectual Property Policy
- Interim Privacy and Data Protection Policy
- Metadata and Information Architecture Policy
- Open Access Policy
- Policy and Rules on Internet and E-mail Use
- Policy on Securing Electronic Communications Using SSL
- Policy on Unsecured Computers at UCT
- Protection of Personal Information Act (POPIA)

- Records Management Policy
- Social Media Policy
- Social Media Standards and Guidelines
- Staff Code of Conduct
- Statement of Values for the University of Cape Town and its Members
- W3C Web Content Accessibility Guidelines (WCAG)
- Web Hosting Policy