UCT Digital Presence Governance Framework

Document summary

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Introduction

1.1. The Digital Presence Governance Framework outlines the governance of the university's Digital Presence and provides guidance on the planning and execution of related activities and decision-making.

2. Purpose

2.1. The purpose of this framework is to direct the strategy and management of UCT's Digital Presence and serve as a guide for its development and maintenance.

2.2. The framework outlines the roles and responsibilities of stakeholders involved in developing, managing, and maintaining the university's Digital Presence, while also stipulating relevant policies, standards, and legal requirements.

3. Definitions

Term	Definition
Digital Content	Text, audio, video, or imagery 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 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 Governance	Comprises strategy, roles and responsibilities, policies, and standards; defines and sets the parameters within which those involved in UCT's Digital Presence are expected to act in a prescribed manner
Digital Presence Governance Framework	Digital Presence governance structure that delegates authority and decision-making to establish Digital Presence governance
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)
PASS	Professional, administrative and support staff
Registered Third Party	A person with access to the UCT network via a UCT third-party account
Social Media Account	Social media account (on Facebook, X, YouTube, Flickr, LinkedIn, Instagram, etc.) managed by UCT Staff

	Members, UCT Students, or Registered Third Parties assigned that task by UCT organisational entities
Social Media Account Owner	Owner of a Social Media Account; regarded as accountable for its content (e.g.: the head of a department is the owner of that department's Social Media Account)
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
Website	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
Web Application	Any software program that is accessed and used over the Internet through a web browser or web protocols
Website Owner	Owner of a UCT Website, accountable for its content (e.g.: the head of an academic department would be the owner of that department's main website)

4. Scope

4.1. This framework aims to govern all aspects of UCT's Digital Presence, including Websites, Social Media Accounts and Digital Content in applications, including mobile apps, whether hosted on UCT servers or elsewhere. It is applicable to all persons assigned roles pertaining to said digital presence and staff, students, and affiliates using the university's digital presence resources.

5. Goals and objectives

5.1. The framework aims to foster a unified approach to managing Digital Presence operations across UCT and minimising errors.

5.2. It ensures the effective, efficient, and cohesive management of UCT's Digital Presence, fulfilling both strategic and operational objectives.

6. Ownership

6.1. The Digital Presence Governance Committee (DPGC) owns the Digital Presence Governance Framework for UCT, and its members are accountable for ensuring that the framework is defined, implemented, monitored, and communicated.

7. Review

7.1. The framework must be reviewed every five years, or as significant changes occur. The framework owner is required to assess if there are any material changes within the operating and regulatory environments.

7.2. In the event of material changes, the framework must be amended and resubmitted for approval.

8. Approval and Delegation of Authority

8.1. The DPGC retains all authority and reports to UCT Council.

9. Digital Presence Governance Structure

9.1. Governance Structure

9.1.1. The governance structure outlines the roles and responsibilities of the stakeholders involved in the development, management, and maintenance of UCT's Digital Presence and includes a steering committee, a working group, and various stakeholders who provide input and feedback.

9.2. Digital Presence Governance Committee (DPGC)

9.2.1. The DPGC acts as the Steering Committee for Digital Presence governance and reports to Council.

9.2.2. The DPGC is the sponsor and advocate of Digital Presence governance at UCT.

9.2.3. DPGC is the decision-making body for Digital Presence governance matters referred to it by the Digital Presence Team (DPT).

9.2.4. DPGC provides strategic direction and oversight over UCT's Digital Presence.

9.2.5. DPGC defines clear roles and responsibilities within the Digital Presence governance structure.

9.2.6. DPGC develops Digital Presence policies and standards.

9.2.7. The DPGC determines the criteria for exceptions to UCT Digital Presence policy and standards.

9.2.8. The DPGC meets bi-annually.

9.3. Digital Presence Team (DPT)

9.3.1. The DPT oversees UCT's Digital Presence on behalf of the DPGC and reports to that body.

9.3.2. The DPT makes recommendations to the DPGC on matters around Digital Presence governance.

9.3.3. The DPT contributes to the development of Digital Presence governance policies and standards and implements and ensures adherence to them on behalf of the DPGC.

9.3.4. The DPT considers applications for exceptions to policies and standards and escalates them to the DPGC as required.

9.3.5. The DPT addresses instances of non-compliance and escalates them to the DPGC as required.

9.3.6. The DPT designs and implements a communication strategy for Digital Presence Governance awareness.

9.3.7. The DPT meets monthly.

9.4. Faculty and PASS Digital Presence Operational Governance Model

9.4.1. The governance structure for each faculty and PASS department's Digital Presence is vital to ensure effective management and oversight.

9.4.2. Deans, executive directors, directors, heads, and managers of all UCT entities, whether academic or PASS, are the accountable owners of their own Digital Presences and responsible for assigning the relevant roles.

9.4.3. Faculty deans and PASS department executive directors are responsible for employing or assigning a Digital Presence Manager with sufficient capacity to maintain the main

faculty or PASS department website and oversee and manage their wider Digital Presence.

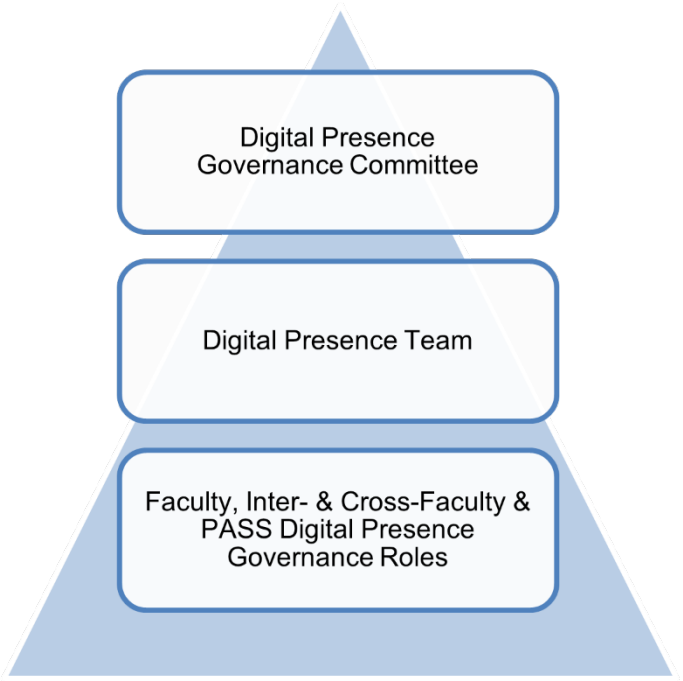


Figure 1: Digital Presence governance structure

10. Roles[1] and Responsibilities

	Council							
	Digital Presence Governance Committee (DPGC)							
Digital Presence Governance - RACI **R - Responsible** **A - Accountable** **C - Consulted** **I – Informed**	**Digital Presence Governance Committee (DPGC)**	**Core Team**				**Distributed Team (Selection)**		
		Digital Presence Team (DPT)	**CMD**	**ICTS**	**CoP**	**Digital Presence Owners[2]**	**Website, Application & Social Media Account Owners**	**Digital Presence Managers**
Strategy								
Digital Presence governance sponsorship and advocacy	A	R	C	I	I	I	I	I
Digital Presence strategy definition	A	R	C	I	I	I	I	I
Digital Presence strategy - guiding principles	A	R	C	I	I	I	I	I
Digital Presence strategy - metrics	A	R	C	I	I	I	I	I
Policies								
Ratification of policies	A	I	I	I	I	I	I	I
Pre-ratification approval of policies	A	R	C	C	C	I	I	I
Organisational policy stewardship	A	R	C	C	C	I	I	I
Digital Presence policy authoring	I	A	R	R	C	I	I	I
Standards								
Digital Presence standards stewardship	I	A	R	C	C	I	I	I
Digital Presence standards input	I	A	R	C	C	I	I	I
Digital Presence standards definition	I	A	R	C	C	I	I	I

[1] Roles are not necessarily synonymous with positions: one position could fulfil several roles. All roles must be assigned to persons with sufficient capacity.
[2] Digital Presence owners: includes all deans, executive directors, directors, heads of departments, and other managers of entities or groups (assuming they have Digital Content)

	Council							
	Digital Presence Governance Committee (DPGC)							
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Digital presence standards authoring	I	A	R	I	I	I	I	I
Operations: Procedures and Processes								
Oversight, implementation and monitoring								
Oversight of UCT's official digital presence	A	R	R	C	C	I	I	I
Oversight of constituency digital presences	I	I	C	C	C	A	R	R
Digital presence governance implementation	A	R	R	R	C	I	I	I
Digital presence governance compliance monitoring	A	R	R	R	I	I	I	I
Non-compliance investigation	A	R	R	R	I	I	I	I
Non-compliance reporting	A	R	R	R	I	I	I	I
Evaluating and approving/denying requests for exceptions to digital presence policy	A	R	C	C	I	I	I	I
Official web content management system								
Business owner	I	I	R	I	I	I	I	I
Technical owner: platform	I	I	I	R	I	I	I	I
Technical owner: application	I	I	I	R	I	I	I	I

11. Digital Presence Polices, Standards and Guidelines

11.1. Multiple policies drive acceptable and appropriate activities when developing, managing, and maintaining all components of UCT's Digital Presence.

11.1.1. Digital Presence Policy

11.1.2. Social Media Policy

11.1.3. Web Hosting Policy

11.1.4. Domain Name Policy

11.2. Additional guidance in the form of standards, guidelines, processes procedures, and registers is also relevant, including:

11.2.1. Digital Presence Standards and Guidelines

11.2.2. Digital Presence Processes and Procedures

11.2.3. Social Media Standards and Guidelines

11.2.4. Social Media Processes and Procedures

11.2.5. UCT Website Register

11.2.6. UCT Social Media Account Register

12. Change Management

12.1. The DPT is responsible for change management as directed by the DPGC.

13. Security Considerations

13.1. Web system and application security is the responsibility of the faculty or department head when not centrally provided and administered by ICTS.

14. Legal Compliance Considerations

14.1. The University is subject to all applicable South African legislation.

14.2. All content on the University's Digital Presence is protected by copyright and intellectual property laws, and ownership is vested in the University of Cape Town, represented by the Registrar.

14.3. In accordance with the Protection of Personal Information Act (POPIA), the University must obtain user consent prior to data collection and process only essential personal information, ensuring its accuracy and security.

14.4. Any web content deemed to be in contravention of South African legislation must be removed from UCT's Digital Presence.

15. Communication

15.1. The Digital Presence Governance Framework must be communicated to all relevant stakeholders to ensure the implementation and effectiveness of the framework.

15.2. Communication of the framework will support the ability to ensure compliance with the requirements as defined in the framework.

16. Monitoring and Evaluation

16.1. The final layer of the Digital Presence Governance Framework is monitoring. This aims to measure and monitor adherence to digital presence governance across applicable areas.

Monitoring, reporting, and disclosure is a key component of the governance framework, and it informs the oversight and reporting that takes place at the leadership level.

16.2. Metrics and performance indicators are a crucial part for the successful implementation of the Digital Presence Governance Framework.

16.3. By regularly monitoring these indicators, the DPT can ensure that the university's Digital Presence is functioning optimally and meeting the needs of its users.

17. Non-Compliance

17.1. The 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 components of this framework are required to apply for dispensation through the DPT. Non-compliance with policies may lead to disciplinary action in line with UCT rules and regulations governing such procedures.

18. Related links

- Account and Password Policy
- Appropriate Use of Computing Facilities Policy
- Brand Guidelines
- CSIRT Process and Plan
- Copyright Act of South Africa
- Digital Presence Policy
- 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