



University of King's College Website Policy

1. Purpose

The University of King's College website is a vehicle of communication that is current, comprehensive, functional and adaptable to the changing needs and directions of the university. It will support the recruitment goals of the university; increase the services and information available to students, staff and faculty; enhance internal university communication; and provide a method of communications with alumni and visitors.

2. The Website Board

- 2.1** The Website Board is a Presidential Advisory Committee that is responsible for issues relating to content, policies and connectivity for all official web pages; for legal liability and complaints; and for acting as the primary resource body for the Webmaster.
- 2.2** The members of the Board are the Webmaster, the Development, Alumni and Public Relations Officer, the Registrar or her designate, and a representative from each of the faculty, staff and the student body. The student representative will be a one-year appointment occupied by King's Students' Union Communications Vice-President. The staff and faculty positions will be three-year appointments.

3. The Departments

- 3.1** Each academic or administrative department or unit is responsible for the content and maintenance of its own pages and for complying with the University's Website policies and guidelines. The unit must ensure that content is free from grammatical and typographical errors, and that links remain functional. Each unit must check their pages on a quarterly basis (at a minimum) to ensure all information is up to date, and that any outdated information is regularly removed from their portion of the site.

4. The Webmaster

- 4.1** The Webmaster acts on behalf of the Board, maintains the home page and is the contact person for questions and advice concerning web page development, policies and

training. The Webmaster is the primary content manager responsible for archiving the site, reviewing the site regularly and bringing to the attention of the units concerned any errors, outdated information, security issues, non-functioning links and other problems.

5. Standards for Official Pages

The King's website located at www.ukings.ns.ca will be the locus of all the official pages of the university and its various departments and administrative units. Each page will:

- 5.1** Identify itself with the University of King's College, through use of the approved template, which includes
 - a) the official version of the university logo, name and crest
 - b) the official graphic header and other graphic standards such as colour, icon styles, font, and attributes of text
 - c) links to the university home page through the approved website architecture
- 5.2** Contain or link to copyright and disclaimer information. Unit must obtain permission and give appropriate credit to originators when reproducing copyright documents or images and/or linking to existing sites.
- 5.3** Refrain from direct advertising or promotion of commercial activities that do not support the university's scholarly and educational mission. However, recognition of sponsorship or donor support for a particular event, programme or service is allowed. Contact the Alumni Development and Public Relations Officer for clarification. Recognition may include links to other websites of the sponsoring organization or institution.
- 5.4** Avoid duplication of any information already existing on another page within the site, and link to such information instead.
- 5.5** Avoid quoting extensively from official documents and link to the document instead.
- 5.6** Comply with university policies and regulations, and with federal and provincial law, including but not limited to the University's Code of Conduct and related policies, Canadian laws concerning copyright, libel, obscenity, pornography, hate propaganda, etc.
- 5.7** Note the date the page was most recently updated.

In addition, the home page will contain the name of the Webmaster, with an email link.

6. Standards for Linked Pages

At the discretion of the Website Board, organizations and institutions affiliated with the University (such as student organizations), other universities, government agencies or

organizations providing information useful to students (such as external scholarship information) may be linked to the King's website. An organization may do so under the following conditions:

- 6.1 It may not identify itself with the University of King's College through the use of the approved template or any of its components, as referenced in section 5.1.
- 6.2 It must comply with Canadian laws concerning libel, obscenity, pornography, hate, propaganda, etc.
- 6.3 The University will provide approved sub domains to student societies and will link only to student society web space on these sub domains.

7. Standards for Non-Official pages

Faculty, staff, students and representatives of student organizations of the University of King's College are permitted to publish "Non-Official" or "Personal" web pages within the University of King's College web domain. Those responsible for these are subject to the Dalhousie Guidelines for Responsible Computing.

7.1 Personal or non-official pages must contain

- a) the full name and contact information of person responsible (displayed)
- b) the linked email address of the contact person (displayed)
- c) links of subsidiary pages to at least one other in the hierarchy of pages in the personal or non-official site
- d) link of the index or calling page to the University of King's College home page

7.2 Personal or Non-Official Web pages must comply with the guidelines as outlined in sections 5.2 through 5.7.

7.3 The university reserves the right to limit Personal or Non-Official web pages to appropriate file sizes. Decisions concerning file sizes will be based on current technology and available resources.

7.4 Unofficial pages will be set up to open in a new browser.