



## Policy 01:015 – University Web Presence

### **Purpose**

The University of Montevallo (“University”) recognizes the value and potential of web-enabled technology as a tool to support and communicate the University’s broader mission and to enhance the University’s value to audiences both on and off campus. Faculty and staff members, colleges, departments, programs, and recognized groups on campus are encouraged to take full advantage of the University’s website in advancing that mission.

### **Scope**

This policy applies to all online material made available via standard web protocols that represent an official unit or activity of the University, are hosted on University resources, or bear marks, logos, or symbols that might imply endorsement by the University regardless of where they are hosted.

### **Website Administration**

To ensure an effective web presence and optimal functionality, the Office of University Marketing & Communications (MarComm) has primary oversight in managing the use and operation of the website and assumes the following administrative responsibilities.

- Maintaining website accessibility
- Coordinating web marketing campaigns
- Ensuring an ideal web presence for external audiences
- Monitoring compliance with web policies, guidelines, and procedures
- Providing a [Branding Standards Manual](#) for marketing consistency across all forms of presence on the web.
- Working collaboratively with personnel across campus to develop recruitment messaging on the front page and throughout the University website
- Providing training for web Content Managers and Owners

Additionally, in support of website operations, Information Services and Technology (IS&T) will assume the administrative responsibilities necessary to maintain and manage the website’s technical infrastructure and its availability, functionality, security, and reliability.

## Website Content Management

Individuals in the following roles are responsible for the creation and management of University website content as defined below.

**Website Administrator:** This individual serves as the lead website content manager and developer and as a resource to University website Content Managers and Owners. Housed in MarComm and working collaboratively with relevant offices and individuals across campus and external vendors, the Website Administrator manages website content and all aspects of website operations including design, development, deployment, training, and maintenance.

**Content Owners:** Typically comprised of Vice Presidents, Deans, Department Chairs, and Directors; Content Owners are responsible for assigning and supervising Content Managers within their area or responsibility and for overseeing adherence to web policies, accessibility requirements, associated guidelines and procedures, and for attending training as required.

**Content Managers:** These individuals are responsible for creating and maintaining content on assigned webpages, consistently ensuring content relevance and accuracy in a timely manner, adhering to web policies, accessibility requirements, associated guidelines and procedures, and for attending training as required.

## Website Page Classification

All webpages that comprise the University Website fall into one of the following general types or classifications.

**Official University Webpages:** All webpages that represent the University divisions, departments, or organizations and that are hosted on the “www.montevallo.edu” domain are considered Official University Webpages. As such, they shall (a) reflect the mission, goals, and objectives of the University; (b) conform to all requirements defined within this policy, (c) conform to the visual standards set forth in the University’s [Branding Standards Manual](#), and (d) use official webpage templates provided by the University. Official University Webpages should be accessible for changes and updates by Content Managers as authorized by the appropriate Content Owner.

**Password-Protected Webpages:** Any Official University Webpage that is created and maintained by a University division, department, or organization and that is for internal use only with restricted access to the public. Such pages are hosted on the “www.montevallo.edu” domain but are accessible only by entering a recognized username and password. Password-Protected Webpages shall reflect the mission, goals, and objectives of the University and conform to all requirements defined within this policy. Password-Protected Webpages should be accessible for changes and updates by Content Managers as authorized by the appropriate Content Owner.

**Affiliate Webpages:** Webpages that represent certain groups, organizations, activities, and special interests associated with the University. Such pages may or may not be hosted by the University but will be available through a link or links from an Official University Webpage. Affiliate Webpages shall reflect the mission, goals, and objectives of the University and conform to all requirements defined within this policy. Affiliated Webpages should be accessible for changes and updates by Content Managers as authorized by the appropriate Content Owner.

Those wishing to create, manage, or assume responsibility for Affiliate Webpages must seek prior approval from MarComm. Approval from MarComm is also required before using a University logo or mascot on Affiliate Webpages.

The following statement shall be displayed on all affiliate webpages.

*The webpages of affiliated organizations do not in any way constitute the official policies or institutional content approved by the University of Montevallo. The views and opinions expressed in individual webpages are strictly those of the page author. Comments on the contents of Affiliate Webpages should be directed to the page authors and/or the University's Office of Marketing and Communications.*

### **Affiliated University Web Presence**

In addition to the University Website, other forms of University-related web presence such as social media accounts or professional profile webpages are governed by this policy.

**Affiliate Social Media Pages or Accounts:** Any social media page or account that meets one or more of the following.

- Includes “University of Montevallo” or “UM” in the name, profile, or handle.
- Represents or is managed by a University college, department, program, office, or other University unit.
- Represents or is managed by a University-approved student organization or club.
- Linked to an Official University Webpage or Affiliate Webpage.

A disclaimer statement similar to the following must be displayed on all affiliate social media pages: “Views and opinions expressed on this page do not reflect the University of Montevallo.”

Administrative access to University-affiliated social media accounts should be revoked when an individual is no longer employed by the University or no longer an active member of the student organization represented.

**Professional Profile Webpages:** Webpages created and managed by University faculty and staff members that are intended to chronicle the professional pursuits or interests consistent with their role at the University. Such pages will (a) be accessible through links from faculty and staff biography pages on the University Website; (b) reflect the mission, goals, and objectives of the University; (c) conform to all requirements defined within this policy, and (d) be accessible for changes and updates by faculty and staff members as authorized by the appropriate Content Owner.

Additionally, faculty and staff members should seek approval from MarComm before using the University’s logo(s) or mascot and should prominently display the following disclaimer statement.

*The webpages of faculty and staff do not in any way constitute the official policies or institutional content approved by the University of Montevallo. The views and opinions expressed in individual webpages are strictly those of the page author. Comments on the contents of those pages should be directed to the page authors and/or the Office of Marketing and Communications.*

**Content Currency:** Ensuring the currency of affiliated University Web Presence is of utmost importance. Therefore, to curtail the creation of University-Affiliated Social Media or Webpages that are later orphaned, and to ensure a consistent presence online, Affiliate Webpages should adhere to the following guidelines:

- Have Affiliate Webpage or Social Media Account added to the University [Social Media Directory](#).
- Take steps to prevent loss of administrative access to the account by doing one of the following:
- Where possible, keep at least two administrators on an account at all times, with one administrator being a faculty or staff member.
- Use a college, departmental, or program montevallo.edu email address. Student groups and organization can request a montevallo.edu email account for this purpose.
- When an account is no longer actively used, change the status of the account so that it reflects a closed or archived status.
- Update the [Social Media Directory](#) when there are changes to the organization of the account such as name or handle changes and administrator changes.

## **Accessibility**

The University of Montevallo is committed to providing equal access to its websites and web-based information for all users as well as ensuring that any web-based or technology product from a vendor meets minimum accessibility standards. UM has adopted the World Wide Web Consortium 2.0 (Level AA) guidelines (<https://www.w3.org/WAI/standards-guidelines/wcag/>) as the standard for university web accessibility. The University is committed to compliance with the Americans with Disabilities Act of 1990, the ADA Amendments Act of 2008, and Section 504 of the Rehabilitation Act of 1973. The University has chosen to follow the federal standards of Section 508 of the Rehabilitation Act (<https://www.section508.gov/>) as a guideline for full accessibility.

The website Administrator is responsible for overseeing the accessibility of the Official University Website, achieving compliance with this policy, and providing training or informational resources on accessibility.

Affiliate Webpage and social media Content Managers shall follow the WCAG 2.0 AA accessibility guidelines to the extent possible given the limitations inherent in each platform. Particular attention should be paid to captioning for videos and text content/alt tags for graphics.

## **Consistency of Branding and Representation**

All University web-based content shall comply with University policies, regulations, and federal and state requirements, including [University Policy 01:016 – Marketing & Communications Policy](#).

Posts on webpages and social media accounts outlined above reflect the University's reputation. Therefore, information on webpages and social media should not disparage the University.

Branding standards and guidelines help bring consistency to how the University presents itself through a variety of media and audiences. A [Branding Standards Manual](#) is provided by MarComm to support the creation of a web presence that accurately reflects the mission, goals, and objectives of the University. All Official University Webpages as defined in this policy must adhere to the visual standards of the University as set forth in the University's Branding Standards Manual. Affiliate Webpages and Social Media shall also adhere to the logo and name standards and editorial style provided in the University's [Branding Standards Manual](#).

### **Content Accuracy, Currency, and Editorial Standards**

Content Owners and Managers are responsible for factually accurate content and currency of website information, with oversight provided by MarComm personnel. All webpages should present information using the highest editorial standards (spelling, punctuation, grammar, style, etc.). Individuals responsible for a University Webpage that contains out-of-date or inaccurate information or editorial errors may be requested to make the necessary corrections by MarComm or by an appropriate Content Owner. Failure to comply with such requests may result in the removal of the webpage.

### **Commercial Activity**

A University Website that receives online payments must be authorized by the University's Chief Financial Officer (CFO) and the Chief Information Officer (CIO). The Website must comply with all applicable Federal and State laws and University policies and procedures for securely recording and depositing funds. Any Website discovered to be in violation of this provision is subject to removal. Links to commercial entities must be related to the University's mission and should not imply endorsement by the University. Faculty and staff members may not use their Professional Profile Webpage or any other University-Affiliated Web Presence for commercial purposes or for personal financial gain or benefit. The University is not responsible for any liability that might result from such activities prior to their discovery and appropriate remedy.

### **Copyright Material**

The University copyrights all content on Official University Webpages. The University is committed to complying with the Copyright Act (17 U.S.C. §101, et seq), the Federal Digital Millennium Copyright Act of 1998 (DMCA), and the Higher Education Opportunity Act, as stated in University Policy 01:012. University webpages shall not include material owned by another individual or group without the express written consent of the original author. Content Managers should assume that materials found on the web are copyrighted unless a disclaimer or waiver is expressly stated. Linking to the original content rather than copying it is recommended.

### **Content Disputes**

As a general principle, the University Website should offer the same freedoms and restrictions that apply in the non-web environment. Academic freedom exists on the web just as in the

classroom and established University policies regarding defamation, derogatory or hate speech, and other restrictions apply equally to the web (Section 2.06, Faculty Handbook, “Academic Freedom and Responsibility”). The University reserves the right to remove a webpage from any institutional server if it is found to be in violation of federal, state or local law or any institutional regulation, policy, or procedure. Content violations or disputes may be presented to MarComm review.

### **Policy Approval, Review, and Administration**

Responsible Office(s): University Marketing and Communications  
Responsible Individual: Executive Director, University Marketing and Communications  
Effective Date: 02/1999  
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