

Web Content and Design Policy

- 1) Purpose of policy
This policy is in place to keep Southern Adventist University's presence on the web representative of the professionalism of this institution. We also desire to promote consistency and coherence on all official university pages. This policy and the University Website Terms of Use set standards that ensure all official university pages are accurate, current and appropriate for online use. This web presence policy supports the university's mission to, as a learning community, nurture Christ-likeness and encourage the pursuit of truth, wholeness, and a life of service.
- 2) Who can develop websites
 - a) Eligible
Official departments/schools, clubs and auxiliaries are eligible to use Southern's web servers. Websites on Southern's servers will be for official university business only. This excludes personal sites although this content will be monitored also.
 - b) Not Eligible
Non-official clubs, organizations, or anything commercial related are not eligible for space on Southern's server or a web domain from Southern. Sites that should be an official Southern site may only be hosted internally.
 - c) Web Path Policy
 - i) Only departments and schools may use top-level paths. Top-level paths are www.southern.edu/department. For example journalism uses www.southern.edu/journalism.
 - ii) Official clubs and organizations will also have the option of having a web presence. These sites will be served from the department that sponsors the club/organization or if appropriate the site will be served from the Student Services website. For example: if the juggling club wants a website, then the site will be served from <http://www.southern.edu/activities/juggling>. If the Journalism Club wants a web presence, then the site will be served from www.southern.edu/journalism/club_name.
 - iii) When an official club or organization has a site that is part of a main department site, the person in charge of the department site is the one who must upload the club information. Clubs should e-mail all their files to the department. The department web person will then make a directory on their site for the club and upload files there.
 - iv) If clubs want more control over their content and when it gets uploaded they may host their site on their personal web space on Southern's server.
 - v) Some exceptions are possible. If an entity is ongoing, recurs year after year, has a full time staff member dedicated to running it, and the primary mission is to people outside the university, it may hold a top level path. An exception may also be made for virtual departments. For example if an entity is run by several departments and is ongoing it may qualify for a top-level path.
- 3) Procedure for getting a website
 - a) Visit the Forms section of www.southern.edu/marketing and fill out and submit the website request form.
 - b) After the Web Oversight Committee has reviewed the form, the sponsor of the site will be informed if it has been approved. If it has been approved the sponsor will also be sent the user name and password for the new site. The sponsor is responsible for seeing that the site is maintained indefinitely.
 - c) When you have received approval the site may be designed and presented to the Marketing and University Relations office.
- 4) Gaining approval for going live
Sites will be submitted to the Marketing and University Relations office for approval before posting to Southern's servers. They can be submitted by e-mailing the temporary link for the site to ijames@southern.edu. Approval is necessary prior to making the website live.
- 5) Design Specs
Websites that are official school affiliated sites (non personal sites) must meet certain design guidelines. Sites should be professional and easily navigated.
 - a) Logo and linking:
A link to www.southern.edu is required to be on the home page of each website. The logo is required to be on your home page. Every page should have a navigation scheme that allows users to go to your home page from any page within your site. Official logos can be obtained from www.southern.edu/marketing.
 - b) Design Tips:

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- i) Colors: University website publishers should utilize the university's official colors for graphical elements and text. These colors are available in the university *Visual Identity Standards*. Colored text should be used sparingly to preserve legibility.
 - ii) Page Dimensions: Web developers should remember that not all site visitors will have large monitors or high screen resolution. For that reason it is recommended that you keep page size to 1024 by 768 pixels.
 - iii) Browser compatibility: Most users do not have the most up to date browser, so we recommend that sites be backwards compatible to Internet Explorer 7 and Firefox 3. Don't forget that some users will be using other browsers such as Chrome and Safari. Always test your site on multiple platforms and browsers.
 - iv) Images: Should be GIF and JPEG format. GIF are best used for solid color graphics and JPEG are better for photographs. Also remember that some users are still using modems or are connecting via mobile devices. File sizes should be kept to an absolute minimum.
- 6) Content Standards
- a) Content should be web oriented. Downloading text files for each piece of content can be frustrating. When text files are required, PDFs should be used when possible to avoid file formats that aren't readily available.
Content should be up to date and valid. Sites that are not maintained will be removed.
 - b) Web savvy writing and editing are essential for optimal content delivery because most users are looking for information as quickly and easily as possible.
 - c) Key concepts: omit needless words, start with a point then support it, one idea per paragraph is ideal, keep the most important elements visible without scrolling, categorize according to users' needs not necessarily by department organization. When creating links highlight only the one-to-three most important words.
 - d) Non-Southern copyrighted material may not be used on a Southern Adventist University web page without permission of the copyright owner. Persons uploading content and graphics to a Southern web page are responsible for ensuring that copyrights are respected.
 - e) Southern Adventist University does not permit web posting of content that is illegal, that violates license rights or other contractual agreements, or that violates the privacy rights of any individual.
 - f) Southern Adventist University reserves the right to reject or remove from any Southern Adventist University website content that is outdated, erroneous or misleading, illegal, unethical, or detrimental to the mission and operations of the university. In addition, content that detracts from the value of Southern's web presence may be altered or removed.
- 7) Social Media
- a) Social Media websites (Facebook, Twitter, etc) should be utilized only with a plan for maintaining content and keeping it consistently up to date.
 - b) Social Media shouldn't be used just to provide information. Engaging with your visitors should be the primary goal if social media venues are to be used properly.
 - c) When dealing with negative posts, remember that deleting posts can have a negative impact and should be avoided unless they are obscene, racist, or otherwise unacceptable. It is better to respond with a helpful, friendly comment offering to look into the matter or ask for more information (and move to a private conversation where possible).
 - d) Official university social media venues should maintain guidelines outlined in the *Visual Identity Standards* guide and uphold standards of conduct outlined in the *Student Handbook*.
- 8) Website Sponsor
- As a website publisher you are responsible for the content of your pages indefinitely. You must ensure that your content is up-to-date and does not violate the university's policies and codes. Sponsors of web pages at Southern Adventist University are expected to follow the university's principles of academic integrity. Official websites may not be used for commercial purposes and links may not be made to commercial sites. All sites are subject to review by the Web Oversight Committee.
- 9) Failure to comply
- When a web page is found to be out of compliance, the website sponsor will be notified and asked to correct the problem. The university reserves the right to disable or remove any page that is considered inappropriate as specified in this website policy.