



Web Policy

Responsible Officer	Chief Operating Officer
Approved by	Vice-Chancellor
Approved and commenced	February, 2010
Review by	December, 2013
Relevant Legislation, Ordinance, Rule and/or Governance Level Principle	Risk Management (GLP2) Public Relations and Communications (GLP8) Anti-Discrimination Act 1998 (Tas) Archives Act 1983 (Tas) Archives Regulations 2004 (Tas) Australian Copyright Act 1968 (Cwlth) Disability Discrimination Act 1992 (Cwlth) Education Services for Overseas Students Act 2000 (Cwlth) Fair Trading Act 1990 (Tas) Personal Information Protection Act 2004 (Tas) Trade Practices Act 1974 (Cwlth)
Responsible Organisational Unit	Information Technology Resources

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1 Objective

The objectives of the Web Policy are to:

- provide consistent visual and content standards across UTAS websites
- ensure accessibility for all users of UTAS websites
- ensure compliance with UTAS legal requirements
- provide competitive search engine rankings for UTAS web content
- provide an improved website user experience, and
- meet industry best-practice standards on web development.

2 Scope

This policy applies to anyone who has published, publishes, or who is intending to publish content on any public website or social media site established for, or owned and maintained by, UTAS.

3 Policy Provisions

3.1 Ownership and Responsibilities

To maximise the effectiveness of UTAS websites and ensure that web services support strategic goals, UTAS has a coordinated, strategic approach to web services. To achieve these objectives, UTAS uses the following hierarchy of authority for all web services, websites, and web-enabled action taken on behalf of UTAS:

- The **Web Services Steering Committee (WSSC)** is responsible for review of web services and establishes frameworks and investments needed to develop and maintain these services at the level required for competitive success.
- The **Web Services Operations Group (WebSOG)** is responsible for providing expert technical and policy advice and acts as a major channel for the investigations and policy reviews undertaken to develop more effective services.
- The **Manager, Web & Learning Services** is responsible for providing strategic leadership to ensure that web services and underlying technologies meet UTAS requirements and drive institutional change.
- **Reference Groups** are established by WebSOG and are responsible for providing advice as required.
- A **site authoriser** is the head of an organisational unit and is responsible for the quality assurance and approval of their respective websites and social media sites including being identified in the footer of all pages, and thereby ensuring such sites meet the current Web Visual Standard and mandatory requirements of the [Web Publishing Guidelines](#) and Social Media Guidelines. These responsibilities **cannot** be delegated to a section manager except in the case of the Manager, Web & Learning Services who may also act as a Site Authoriser.
- A **site coordinator** is responsible for publishing all new pages and updates on a UTAS website or social media site and for ensuring such pages use the current

Web Visual Standard and content satisfies the requirements of the Content Standard in the [Web Publishing Guidelines](#) and Social Media Guidelines.

- A **site approver** is responsible for approving website and social media content submitted by a site author and ensuring this content meets the relevant requirements of the [Web Publishing Guidelines](#) and/or Social Media Guidelines before notifying the site coordinator that the content requires publishing.
- A **site author** is responsible for creating and/or editing content on a UTAS website or social media site that complies with the [Web Publishing Guidelines](#).
- **Information Technology Resources** is responsible for access to AARNet and for managing the UTAS web platform.
- **Web & Learning Services** is responsible for coordinating and implementing university-wide service developments in alignment with strategic plans and other WSSC decisions.

3.2 Mandatory Requirements

Web publishing is a key strategy for conducting UTAS business, and as such, ALL UTAS websites must adhere to the following requirements:

1. Be relevant to the teaching and learning, research, administration, community engagement, marketing and/or communication functions of UTAS as outlined in the [Policy on Allowed Access to AARNet](#).
2. Be authorised by the head of the relevant organisational unit (indicated in the footer of all pages).
3. Meet mandatory content standards.
4. Comply with relevant international standards.
5. Comply with relevant legislation.
6. Comply with UTAS policies such as the [Visual Standards for UTAS Material Policy](#), and the [ICT Services and Facilities Use Agreement](#).

3.3 Web Addresses

3.3.1 New Websites

All new web addresses for UTAS websites, or websites representing UTAS, must conform to the format and provisions set out in the [Web Publishing Guidelines](#).

3.3.2 Approval of Web Addresses

University Web Services is responsible for approval of new web addresses in order to maintain a register of all UTAS web addresses and to ensure consistency in naming conventions.

3.3.3 Use of Web Addresses

To increase the profile of the UTAS website and UTAS brand awareness, the preferred web address to be used on mainstream advertising materials and for promotional activity is (utas.edu.au).

3.4 Content Standard

3.4.1 UTAS Home Page Content

To ensure the UTAS home page (utas.edu.au) reflects the strategic goals of UTAS, the Provost has overall responsibility for home page content. Refer to the [Web Publishing Guidelines](#) for content change procedures.

3.4.2 Site Content

To raise the credibility, standing and perception of the UTAS website and associated social media sites, and to improve the external search engine rankings for UTAS, the site content standard has been specified in the [Web Publishing Guidelines](#) and Social Media Guidelines.

3.4.3 Web-based Social Media

All content published through web-based social media, including blog, wiki and social networking content representing UTAS becomes public information and, depending on access rights, may be accessible university-wide or worldwide. Such content is subject to Commonwealth, State and local laws, the laws of other nations (where relevant) and UTAS ordinances, rules, policies, processes, governance level principles and standards.

3.4.4 Unlawful Content

Material breaching Commonwealth, State and local laws (and the laws of other nations where relevant) or UTAS ordinances, rules, policies, processes and governance level principles will be removed from UTAS websites.

3.4.5 Language

Web content must use inclusive language. Offensive or demeaning language is prohibited. Refer to the [CATS Fact Sheet on Inclusive Language](#), the [Web Publishing Guidelines](#) and the Social Media Guidelines for more information.

3.4.6 Metadata

Appropriate metadata as outlined in the [Web Publishing Guidelines](#) must be included on all web pages.

3.5 Web Visual Standard

All UTAS websites and social media sites must comply with the Web Visual Standard outlined in the [Web Publishing Guidelines](#) and Social Media Guidelines to ensure the following requirements and benefits:

- provide consistency across all sites
- present a cohesive view of UTAS
- increase local, national and international recognition of the UTAS brand, and
- improve the professional image and perception of UTAS.

3.6 Quality Assurance

Site authorisers are responsible for establishing and maintaining quality sites by complying with this Web Policy and the QA processes in the [Web Publishing Guidelines](#) and Social Media Guidelines.

3.7 Records Management

The content and transactions on UTAS websites are public and UTAS records that must be created, captured, maintained, secured and disposed of in a way that complies with the UTAS [Records Management Policy](#).

3.8 Legal Requirements

3.8.1 Privacy

All content published on UTAS websites must comply with the UTAS [Privacy Policy](#).

All usage information collected from UTAS websites, web services, or ICT facilities must comply with the UTAS Privacy Policy and the Website Privacy Statement.

A [Privacy](#) hypertext link to the Website Privacy Statement must be included in the footer of all web pages.

ICT Services delivered via web platforms are subject to the privacy considerations in the ICT Security Policy.

3.8.2 Copyright and Other Intellectual Property

Unless otherwise stated, information on UTAS websites is copyrighted and the footer must display: © University of Tasmania, Australia.

Where the information is copyrighted to a centre or section, a site specific © must be displayed.

In addition, a [Copyright](#) hypertext link to the [Copyright Statement](#) must be included in the footer of all web pages.

For further copyright information, refer to the ICT Services and Facilities Use Policy.

Academic content or commercial-in-confidence information may be subject to intellectual property issues. For more information refer to the UTAS [Intellectual Property Policy](#) or contact the Research Office Commercialisation Unit (ROCU).

3.8.3 Disclaimer

A [Disclaimer](#) hypertext link must be included in the footer of all web pages and link to either the Website Disclaimer Statement or a site specific disclaimer approved by UTAS Governance and Legal.

3.8.4 Accessibility

All Australian educational institutions must comply with the *Disability Discrimination Act 1992* (Commonwealth). All UTAS web pages must comply with the mandatory accessibility requirements in the [Web Publishing Guidelines](#) and Social Media Guidelines.

3.8.5 Other Legal Requirements

Under the *Education Services for Overseas Students Act 2000* (Commonwealth), all UTAS web pages must display the UTAS CRICOS Code. In addition, all web pages must display the UTAS Australian Business Number. The format for these footer requirements is set out in the [Web Publishing Guidelines](#).

3.9 Advertising and Sponsorship

Approval of the Provost must be obtained prior to paid or unpaid advertising, sponsorship or external logos being placed on UTAS websites. Refer to the [Web Publishing Guidelines](#) for more information.

3.10 Breaches and Misconduct

Since 2010, a process has been in place for auditing websites for compliance with mandatory requirements as set out in the [Web Publishing Guidelines](#) and Social Media Guidelines.

Sites that breach these requirements may be taken down, removed or blocked.

Misconduct by a staff member will be managed through existing UTAS disciplinary procedures.

Misconduct by a student will be managed through the processes outlined in Ordinance 9 (Student Discipline).

4 Definitions and Acronyms

AARNet	Australian and Academic Research Network.
Content	Text, images, non-html files (such as PDF, Word and RTF documents), metadata, sound, animation, video, software, etc, whether combined or separately used on a website.
CRICOS	Commonwealth Register of Institutions and Courses for Overseas Students.
Domain name	A unique name that is used to identify a particular website and forms part of the URL, e.g. "www. utas.edu.au " (domain name), http://www.utas.edu.au (URL).
Home page	The front page of a website or web interface.
Organisational unit	Any College, Faculty, University Institute, School, Division, Department, Centre, formal discipline group, University

	Business Enterprise or other discrete body where there is a direct or indirect reporting line to the Vice-Chancellor.
Search engine ranking	A ranking given to a search term in a list of results produced by a search engine.
Site approver	A staff member who approves website content created or updated by a site author.
Site author	A staff member or a student under supervision, who creates or edits content on the website.
Site authoriser	A staff member who is the head of an organisational unit and is responsible for that organisational unit's website(s).
Site coordinator	A staff member who manages a website and may also be the site approver (Note: this person must NOT be the Site Authoriser as identified in the footer).
Site user	Also known as a site visitor or client, a user visits a site and attempts to find information and interact with the site.
Social media	Refers to a range of web-based tools and sites that facilitate communication, information sharing and interaction e.g. wikis, blogs, social-networking sites, etc.
URL	Uniform Resource Locator – specifies where a website can be found and provides a mechanism for retrieving it.
W3C	World Wide Web Consortium.
W3C WCAG	World Wide Web Consortium Web Content Accessibility Guidelines. Adherence to these guidelines (WCAG 2.0) removes obstacles relating to accessibility for a range of site users.
Web address	Also known as a URL – refers to the address of the web page e.g. www.utas.edu.au .
Web browser	Software and any associated assistive technology that enables a site user to display and interact with content on a web page.
Web page	Contains information and can be accessed through a web browser and displayed on a computer screen or a range of alternative viewing devices such as mobile phones, Braille devices, and personal data devices.
Website	A collection of related web pages usually accessible via the internet and viewed in a web browser.

5 Supporting Documentation

- [Website Health Check](#)
- National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007
- [Web Publishing Guidelines](#)
- [Web & Learning Services website](#)
- [CATS Fact Sheet on Inclusive Language](#)
- [Copyright Statement](#)
- [Delegations Register](#)
- [ICT Access Control Policy](#)
- [ICT Security Policy](#)

- [ICT Services and Facilities Use Agreement](#)
- [Intellectual Property Policy](#)
- [MyLO Privacy Statement](#)
- [Privacy Policy](#)
- [Records Management Policy](#)
- [Visual Standards for UTAS Material Policy](#)
- [Website Disclaimer Statement](#)
- [Website Privacy Statement](#)
- Social Media Guidelines
- [World Wide Web Consortium \(W3C\) Web Content Accessibility Guidelines \(WCAG\) 2.0.](#)

6 Versioning

Former Version(s)	Version 1 – <i>Web Policy</i> ; approved February, 2010; reviewed November, 2010. Version 2 – <i>Web Policy</i> ; amendments approved December, 2010; reviewed July, 2011.
Current Version	Version 3 – <i>Web Policy</i> (current document); amendments approved September, 2011. Amended in December 2016 to incorporate Colleges.