

## Contents

Purpose.....	1
Applicable governance instruments.....	1
Procedure .....	1
1 Introduction.....	1
2 Web architecture.....	2
3 Web content.....	3
4 Website and web page retention.....	4
Related procedures .....	4
Versions .....	4

## Purpose

This procedure describes how web content published on the University of Tasmania domain is managed, including website architecture, requirements for content, maintenance, and archiving.

## Applicable governance instruments

Instrument	Section	Principles
<i>Communications and Brand Policy</i>	All	All
<i>Data and Information Governance Policy</i>	1 Privacy 4 Data and information management	1.1 – 1.7 4.1 – 4.4
<i>Brand Guide for Web Content</i>	All	All
<i>Web Accessibility National Transition Strategy</i>		
<i>Disability Discrimination Act (1992)</i>		

## Procedure

### 1 Introduction

1.1 Web content plays a key role in the University’s digital communication strategy for course offerings, brand, messaging, and communications. The way in which the University’s web content is structured and communicated, impacts on how readily content can be searched across multiple search engines, and how accessible that content is for a wide range of users.

For the purposes of this procedure, web content includes written text, images, and markup (HTML & CSS) on University web sites and pages.

1.2 This procedure applies to all web sites, web pages, and web content that appears under the utas.edu.au domain and sub-domains.

- 1.3 The objectives of this procedure are to ensure that:
- a) The creation and management of web sites and pages across the organisation is consistently and centrally managed.
  - b) the information architecture of the web content supports a curated and streamlined user journey
  - c) users are connected with the information they are seeking.
  - d) content is highly engaging and consistent with the University's brand messaging
  - e) all University web content complies with the Web Content Accessibility Guidelines (WCAG 2.0)
- 1.4 This procedure implements the principles of the University's *Communications and Brand Policy*. Further information is provided in the [Brand Guide for Web Content](#) available at [brand.utas.edu.au](http://brand.utas.edu.au).

## 2 Web architecture

The University's web architecture (including web addressing and hosting) is the responsibility of the Office of Marketing. It is structured to provide clear and concise information, in a way that assists the user to navigate along their web journey. It is managed by Digital Marketing to ensure consistent and clear wayfinding for digital users.

### 2.1 Web addresses

- 2.1.1 The University operates one Domain Name Server (DNS) service only for business purposes. This service is managed by IT Services. All University web content must be published on the University domain ([www.utas.edu.au](http://www.utas.edu.au)).
- 2.1.2 Web addresses under the University domain must be hosted within the University network (IP address range) and are assigned and managed by the Digital Marketing team.
- 2.1.3 In limited circumstances, the Chief Marketing Officer may approve the operation of a web address outside of the University domain (see section 2.2).
- 2.1.4 Web addresses for University services must be formally requested via the [Service Desk portal](#) and approved by Digital Marketing. The request must include a detailed justification for the new web address (such as non [utas.edu.au](http://utas.edu.au) addresses). Web addresses must not be used or advertised prior to formal approval being given.
- 2.1.5 The following general principles apply to the assigning and management of web addresses:
- a) Web addresses must be unique (not assigned to another party) and must support the University reputation and brand.
  - b) Web addresses must be meaningful (for example by reflecting the general area or University service to which it is assigned, e.g. [www.utas.edu.au/research](http://www.utas.edu.au/research)).
  - c) Web addresses should not reference the organisational structure of University, as this may change.
  - d) Web addresses should use consistent names or abbreviations where possible (for example using CODES instead of the long form Centre for Ore Deposit and Earth Sciences) Where abbreviations are used, aliases or redirects from long form addresses will be implemented.

- e) Web addresses for sites related to recruitment and marketing must be assigned at an organisational level (such as [www.utas.edu.au/open-day](http://www.utas.edu.au/open-day)) and are not available to an individual school or college.
- f) Unused, or apparently unused, web addresses may be withdrawn or reallocated by the Digital Marketing team. Digital Marketing will endeavour to locate the organisational unit that was originally assigned the web address before withdrawal or reallocation.
- g) Where a web address is changed, permanent redirections (a 301 HTTP status code meaning that a URL has been permanently changed) are required to ensure external search engines can find the new site.

## 2.2 Web hosting

- 2.2.1 Domain names other than of the form 'www.utas.edu.au' *may* be hosted within the University IP address range, with the prior approval of the Digital Marketing team. Once approved, registration and hosting are managed by IT Services.
- 2.2.2 An organisational unit of the University seeking for the University to host a site must make a request in writing to the Digital Marketing team outlining the reasons for hosting (such as requiring a unique identity for a strategic initiative). Digital Marketing has the discretion to approve or disallow the request.
- 2.2.3 Third-party websites for not-for-profit organisations such as those with an affiliation with the University, may be hosted on University web servers. A hosting and service agreement will be negotiated by Digital Marketing team on a case-by-case basis, and may include a hosting fee. In all other cases, hosting is charged for at cost-recovery rates.
- 2.2.4 Third-party websites with a non-University commercial purpose or domain names containing .com or .com.au will not be hosted within the network.
- 2.2.5 Hosted sites must comply with the web content requirements of section 3 of this Procedure and any applicable hosting and service agreement.
- 2.2.6 Websites that are hosted externally may only contain official University content with the written permission of the relevant University site authoriser and must not duplicate content of a University website hosted internally.

## 3 Web content

- 3.1 Web content must be published and managed using the University's approved Content Management system (currently Squiz Matrix). In limited circumstances other platforms may be used with the approval of the Chief Marketing Officer (for example WordPress for blogs).
- 3.2 All web content published on University sites and pages must comply with the following requirements:
  - a) Content must be relevant to University business purposes including University teaching, learning and research, or University functions such as administration, community engagement, marketing and communication.
  - b) Content must comply with the University's [Communications and Brand Policy](#), and the [Data and Information Governance Policy](#).
  - c) All content must meet the requirements detailed in the University's [Brand Guide for Web Content](#) including requirements relating to the design of pages and use of the University logo.

- d) As mandated by the Australian Government, all content must meet the accessibility requirements of the [Web Content Accessibility Guidelines \(Version 2\) \(WCAG 2.0\)](#) to ensure equitable access to web content by people with disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.
  - e) Any material that is subject to copyright must only be used with the consent of the copyright owner.
  - f) All pages must indicate in the footer who has authorised the page (for example the Chief Marketing Officer or relevant business unit head).
- 3.3 The site authorisers or delegates are responsible for ensuring that the content on their web pages are current and up to date. The Office of Marketing will have ultimate oversight of all websites and pages to conduct content audits, correct discrepancies, and ensure best practice.

#### 4 Website and web page retention

- 4.1 In accordance with the *Archives Act 1983 (Tas)*, certain types of information on University websites must be captured and stored in the University record management system as required by the *Information Management Procedure*. The University's record management system is managed by the Information Management Unit.
- 4.2 Where there is a requirement to keep records, the information that must be captured includes:
- a) significant versions/variations in content, including previous versions or iterations.
  - b) information describing the difference between significant versions.
  - c) information that is evidence of business transactions.
- 4.3 University web servers, standard server backup regimes and content management systems are not to be used as recordkeeping systems. Further advice is available from the [Information Management intranet website](#).
- 4.4 Any websites or pages that breach the requirements of this Procedure, or other related University policies and procedures may be removed or blocked by either the Office of Marketing or IT Services, depending on the specific nature of the breach.

#### Related procedures

*Information Management Procedure*

#### Versions

<a href="#">Version</a>	Approval Authority	Responsible Officer/s	Approval Date
1	Vice President Strategy, Finance & Marketing	Chief Marketing Officer	30 March 2022