

POLICY TITLE: Web Content Publishing

DATE DRAFTED: 11th December 2009

DATE APPROVED:

REVISION DATE:

PURPOSE

Makerere University has worked hard to attain the highest level of excellence in education, research, and outreach experiences. To maintain and build upon that reputation, we must concern ourselves with the image we project. The Web Publishing Policy exists to facilitate usability and consistency and to promote a standardized University brand with Web sites University-wide that correlate directly with University publications. Each unit, department, club, office, and organisation (hereafter 'unit'), while having its own agenda, is also part of the whole and, therefore, needs to be clearly identified with the University brand. Accessibility is also an issue related to branding and image. A uniform and professional communication standard helps us achieve this end. This policy is supplemented by the Web Standards Guide, which contains up-to-date style guidelines, accessibility guidelines, and other information that may change on a periodic basis.

SCOPE

Any Web document that represents Makerere University and/or its units is expected to follow this policy and the Web Standards supplement and should be in compliance within a reasonable amount of time after any change.

POLICY STATEMENTS:

The University considers web publishing to be a key strategic resource for communication, teaching, research, marketing, and administration. The appropriate use of this technology by the University community is encouraged. However, the University reserves its right to define and limit the terms of use of its websites

University resources may be used to create and publish web pages where the purpose and effect of the published information is in support of the University's mission. This means that the content of web pages hosted on University resources must relate to the official activities and functions of the University or relate to the official role of members of the University community.

WEB CONTENT PUBLISHING REQUIREMENTS

Accessibility

Makerere web sites must strive to adhere to the Web Content Accessibility Guidelines of the World Wide Web Consortium. These guidelines are required of all University Web sites, regardless of any written exception approvals of other restrictions in the Web Standards and Guidelines.

Redundancy

Do not repeat static information maintained elsewhere by the University. Instead, use data feeds, if available, such as RSS/XML, or simply link to that specific University information. Redundant information, especially different published versions, is confusing to our audience and may result in severe consequences if incorrect information is posted.

Content Validity

- i. Makerere University controlled sites must be registered under the ***mak.ac.ug*** domain
- ii. Individual units at Makerere are responsible for the content on all of their Web pages
- iii. Content must be up-to-date and follow all sections of this policy and its supplements, as well as national laws and codes
- iv. The verbiage surrounding links to Web pages outside of the University structure cannot be written in such a form that implies endorsement, sponsorship, or other corporate gain
- v. The Director DICTS/Public Relations Office has the right to remove the link from all University Web pages to any units that do not follow this policy or its supplements (exceptions are those units that have specific, written permission not to follow certain restrictions)
- vi. No official unit may go outside the University Web structure and represent itself on another Web server or domain without written approval from the Director DICTS/Public Relations Office
- vii. Visible credits such as "Site powered by..." or "Site created by..." are prohibited.

Copyright

- i. All University Web pages should follow copyright laws
- ii. Publishers must have permission from any copyright holder to use text, photos, graphics, sounds, or movies to which Makerere University does not hold copyrights

Style

- i. Official University style guidelines must be followed on all Web sites. These guidelines are outlined and detailed in the University Style Guide, which is maintained by the Public Relations Office.
- ii. Web-specific styles, including, but not limited to, templates, headers, footers, navigation elements, specific required tags, and other required information are outlined in the Web Standards Guide, a supplement document to this Policy, and must be followed at all times.