UNIVERSITY OF MIAMI

WEB CONTENT POLICY (W001)

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V.5.6

CONTENTS

UNIVERSITY WEB CONTENT POLICY W001

PURPOSE

The purpose of the University Web Content Policy is to establish the rights and responsibilities for content contributors publishing content to University of Miami websites and other platforms such as mobile applications and digital signs. It also establishes the governance authority for managing marketing, communications, and brand standards for University websites, mobile applications, and other Web-based publications.

SCOPE

The University's Web Content Policy extends to all content found on any Web-accessible address containing the third-level domain "miami.edu" or "umiami.edu."

It includes all content on any other domains registered by the University of Miami (its organizational areas, faculty, staff, students, or administrators) and that presents official University of Miami content.

It includes any content published by the University of Miami (its organizational areas, faculty, staff, students, or administrators) engaged in an official partnership, endorsement, or contractual agreement between the University of Miami or its constituencies and any other organization, legal entity, group, or individual.

POLICY

1. GENERAL POLICY

The University as an organizational entity relies on formal, concise, and strategic branding and messaging to effectively communicate and achieve its important goals. Much of this communication is published as Web content on Web pages and on other digital platforms such as mobile applications.

It is the responsibility of the University's University Communications (UC) area to govern and enforce the effective and proper use of registered trademarks, copyrights, and official branding and organizational messaging on content consumed via the Web. University Communications may restrict, alter, and/or remove Web-based content that is not in compliance with this policy. UC may also seek to restrict, alter, and/or remove Web-based content from third-parties who improperly use registered trademarks, copyrights, and official branding and organizational messaging on content consumed via the Web.

2. GOVERNANCE

A. CHIEF GOVERNING BODY

University Communications is the chief governing body and arbiter of editorial standards, visual identity, and marketing and communications strategy compliance. University Communications acts on behalf of University leadership in this regard and supersedes all other University governing or managing bodies that deal with Web content.

The Web and Digital Communications and Marketing work group (Web Team) within University Communications is the primary touch-point for administering and interpreting Web Content Policy.

CONTACT INFORMATION:
University Communications
305-284-1600
webmaster@miami.edu
www.miami.edu/web

B. HOW TO CHANGE WEB POLICY

Any change requests to existing Web policy should be forwarded to the chief governing body. Slight editorial changes and updates will not require a full change request process and will be noted in the Revision History in the footer of the printable policy. More far-reaching changes will be considered as follows:

- Considered by chief governing body, Web and Digital Communications and Marketing Advisory Group, and University Communications
- If recommended for change, item forwarded to the Office of the Executive Vice President and Provost for review
- If recommended for change, item forwarded to the Office of the CIO, IT Security, and Office of the General Counsel for review
- Change adopted, finalized, and published by the Web team and distributed to change management participants or circled back for further revision

University Communications coordinates the Web and Digital Communications and Marketing Advisory Group (WAC), a representative body that works toward strengthening the University's Web presence by studying issues and providing recommendations on topics concerning current and future strategies.

Membership on the WAC is offered to all colleges, schools, main administrative divisions and targeted initiative and constituency groups with areas of specialization specific to Web communications and marketing. The group meets semi-regularly/monthly.

CONTACT INFORMATION:
University Communications
Web and Digital Communications and Marketing Advisory Group
https://webcomm.miami.edu/
webmaster@miami.edu
305-284-1600

C. OTHER SUPPORTING ROLES

DIVISION OF INFORMATION TECHNOLOGY

The [University of Miami Information Technology](#) (UMIT) is the chief arbiter for the server platform offerings and the software security standards used for rendering Web content. UMIT acts on behalf of University leadership in this regard and supersedes all other University governing or managing bodies that deal with the technical delivery of Web content at the individual or sub-organizational level. UMIT is responsible for supporting and enhancing the scope of Web hosting and back-end data resource platforms available to Web content developers and contributors.

UMIT is the chief procurer and coordinates and funds all enterprise software licensing used to deliver Web content.

CONTACT INFORMATION:
University of Miami Information Technology (UMIT)
305-284-6565
help@miami.edu
https://it.miami.edu

IT SECURITY OFFICE

The IT Security Office, a subunit of University of Miami Information Technology (UMIT) establishes all IT security standards relating to the production and maintenance of Web content. In cases of IT security incidents, the office leads all remediation procedures.

CONTACT INFORMATION:
Division of Information Technology (UMIT)
305-284-6565
ciso@miami.edu
https://security.it.miami.edu

WEB LEGAL ISSUES

The Office of the General Counsel handles all legal and contractual matters relative to Web content.

CONTACT INFORMATION:
1320 South Dixie Highway
Suite 1250, Locator Code 2918
305-284-2700
https://www.miami.edu/generalcounsel

INTELLECTUAL AND ACADEMIC FREEDOM

The determination regarding whether Web content created for the purpose of intellectual, academic, or research pursuits is in compliance or non-compliance of Web content policy shall be resolved by the Office of the Executive Vice President and Provost.

CONTACT INFORMATION:
Office of Executive Vice President and Provost
1252 Memorial Drive Ashe Building, Suite 240
305-284-3356
provost@miami.edu
https://provost.miami.edu

D. REMOVAL OF CONTENT DUE TO LACK OF ADEQUATE SUPPORT

University of Miami Web content and Web sites require adequate support roles and skill sets in order to function. Failure to possess adequate support roles and skill sets for maintaining Web content is grounds for content deactivation and removal. Lack of adequate support roles and/or skill sets within a particular area are criteria for limiting or scaling access to tools and services.

3. REGISTRATION OF WEB PROPERTIES

All Web site names and locations must be registered with University Communications prior to hosting or publishing live content. Log unreported Web sites here: https://my.web.miami.edu.

The Web team is responsible for managing an easy registration process and a comprehensive system of all registered Web sites, Web site names, and Web site content support members.

All properties and their respective domain names are subject to review and approval. Submit domain name requests for approval to webmaster@miami.edu.

A. ACADEMIC ENTERPRISE

The University currently holds two .EDU domains: "miami.edu" and "umiami.edu." "miami.edu" is the preferred root domain for all properties that are part of the University's academic enterprise.

All Web properties that are part of the academic enterprise should have a "miami.edu" address. These properties should NOT communicate or market themselves using non-EDU domain names unless otherwise approved.

B. HEALTH CARE SERVICE ENTERPRISE

All Web properties that are part of the health care service enterprise should have a "uhealthsystem.com" or "umiamihealth.org" address.

These properties should NOT communicate or market themselves using non-associated domain names unless otherwise approved.

C. ATHLETICS AND FAN ENGAGEMENT ENTERPRISE

Web properties that are part of the Athletics and Fan Engagement enterprise should have a "hurricanesports.com" address.

These properties should NOT communicate or market themselves using non-associated domain names unless otherwise approved.

D. REGISTERING .COM, .NET, .ORG, OR OTHER TOP-LEVEL DOMAINS

Requests that do not fall within one of the above categories must receive an exception from the Web Team.

Some common reasons for granting an exception:

- Due to research, academic, or learning objectives, a domain name is required to establish separation from an existing brand association within the academic enterprise, the healthcare enterprise, and/or the fan engagement/Athletics enterprise.
- Due to the nature of a partnership, legal agreement, or business service contract, a domain name is required to establish separation from any existing brand association within the academic enterprise, the healthcare enterprise, or the fan engagement/Athletics enterprise.
- To remain competitive in the market and/or to solidify a brand, a domain name is used to defend, respond to, and/or to refine marketing and communications goals. These names will typically be used for vanity purposes.

E. STUDENT ORGANIZATION AND STUDENT GROUP WEB SITES

University Communications is not responsible for supporting the development or management of student organization Web properties.

The Division of Student Affairs defines the service-level structure for registering, hosting, and maintaining undergraduate student organization and student group Web content.

The Graduate School defines the service-level structure for registering, hosting, and maintaining graduate student organization and student group Web content.

All student organizations and groups must follow the University's Web Content Management Policy and applicable local, state, and federal laws.

F. PERSONAL WEB CONTENT ON UNIVERSITY PROPERTIES AND DOMAINS

The University and its site owners are not required to support the hosting, development, or management of personal (unofficial) Web content and may restrict the publishing of personal Web content on its properties and domains.

Content which would typically be interpreted as "personal" may be used anecdotally to support research; courses or teaching material; and/or academic, research, and intellectual pursuits. This content is, however, subject to any other applicable rules, regulations, laws and University policy.

Although not required to support services for the development of personal Web content, areas may elect to allow links to personal Web content outside of the University of Miami's network. The decision to allow this kind of content is the responsibility of individual site owners.

4. ACCEPTABLE USE

Certain laws and University policy prohibits the use of Web sites and Web content for specific purposes. Web pages linked from the University of Miami site or stored on a server connected to the University

network must comply with applicable laws and with University policies and regulations. The following must not be included within University Web content:

- copyrightable or licensed materials for which the necessary permissions for use have not been obtained
- material for commercial gain unrelated to the University's mission or goals
- material or speech that is unlawful
- material that is intended to damage, interfere with, or place an excessive load on a computer system or network
- material intended to have malicious effects on University business processes or programs

5. ACCESSIBILITY

The University of Miami is committed to developing, procuring, and maintaining its Web-based content in formats that are equally accessible to consumers. Efforts should be made to deliver web content using alternate formats and methods taking into account potential assistive technologies. This includes efforts to comply with Web-based internet and internet information and application standards described in section 508 of the Rehabilitation Act of 1973 as well as W3C Web Content Accessibility Guidelines.

The University's Disability Services area handles the coordination of auxiliary aids and services for individuals with disabilities. They work with Workplace Equity and Inclusion (WEI), who is responsible for coordinating the University's effort to implement the nondiscrimination policy for employees and students.

CONTACT INFORMATION:
Workplace Equity and Inclusion
1320 South Dixie Highway
Gables One Tower, Suite 100R
305-284-3064.

University Communications is responsible for promulgating Web accessibility standards set by Disability Services and WEI, and for clarifying the University's communications strategy as it relates to accessibility.

University Communications will coordinate with University areas to capture and record acknowledgement of regular successful Web content audits insuring that digital content is accessible and will track issues related to Web content accessibility as they arise.

Central enterprise services used to manage Web content such as Web Content Management (CMS) software must utilize accessibility guidelines so that a baseline of accessibility standards will extend equally across University Web properties.

6. ADVERTISING AND SPONSORSHIP

A. WEB MARKETING AND ADVERTISING UNIVERSITY CONTENT ON EXTERNAL PROPERTIES

University groups or individuals conducting external advertising such as search engine marketing, social media marketing, web display advertising, mobile advertising, ad servers, re-targeting, or

engagements with external firms or agencies that offer such services must have a centralized point of collection and reporting.

All colleges, schools, and primary administrative divisions must identify a role responsible for regularly auditing web marketing and advertising activities for all of its sub-constituency journeys and campaigns, contracts, and service accounts. In particular, core brand, generic, and competitor-based pay-per-click or keyword collection campaigning, regardless of whether it is general or specific in nature, must be tracked.

The University of Miami reserves the right to approve or deny the use and/or display of materials that are not in compliance with Web content policy or enterprise communications and marketing strategy.

University Communications is responsible for holding an inventory of enterprise-level accounts for popular third-party advertising services such as Google, Facebook, and Yahoo/Bing. The Office is also responsible for keeping a calendar of primary Web marketing campaigns and for coordinating efforts for the largest positive impact.

B. ADVERTISING EXTERNAL CONTENT ON UNIVERSITY OF MIAMI PROPERTIES

The University of Miami does not run paid advertisements for non-UM offerings on its .edu domains.

All colleges, schools, and primary administrative divisions must identify a role responsible for regularly auditing and monitoring its properties for non-compliant advertising content.

Online advertising for outside commercial entities must be approved prior to commencement of an agreement. All advertising must be reviewed and approved by the Office of Business Services and University Communications.

Presentation of external content in the form of sponsorships must be reviewed and approved by the Division of University Advancement.

C. ADVERTISING CONTENT THAT APPEARS IN THIRD-PARTY EMBEDS ON UNIVERSITY OF MIAMI PROPERTIES

Embedded content often leverages third-party connectivity, functionality, sharing, or some other benefit. As a part of the terms of use, advertising or branding requirements are commonly imposed.

Prior to employing such code, approval must be received from University Communications. The department may have guidelines or existing contracts that dictate how content may or may not be embedded.

Advertising and branding elements delivered with embedded code must not conflict with the University's mission, policies, or strategies. The University of Miami reserves the right to remove embedded code that presents advertisements or messaging that is not in compliance with Web content policy or enterprise communications and marketing strategy.

7. BRANDING

University Communications is responsible for clarifying and curating the University's Web-based brand.

UM's global experience program includes:

- **Visual Style:** A standard presentation and interaction framework with a library of approved template suites, layouts, visual styles, typography, forms, buttons, navigation and other interface components.
- **Editorial Style:** A uniform guide for written Web content.
- **Usability and Device Standards:** A baseline for supporting a standard array of devices with common breakpoints and presentation models.
- **Naming Convention Standards:** Established conventions for naming and labelling Web and digital properties.

A. VISUAL STYLE

The Digital Communications and Marketing Web Team is responsible for clarifying and curating the University's visual identity as it is presented via the Web. There is flexibility built into the overall system to allow for variation, but certain elements must persist in order to reinforce usability, patterned browsing, and best practices. Therefore, development of new aspects to the overall Web and digital brand must be approved before being deployed.

The visual identity system consists of a UM Master Web and Digital Visual Style Guide that is supplemented by approved supporting style guides for various softwares, platforms, and property variants.

The Master Web and Digital Visual Style Guide provides:

- The design philosophy and principles for the University's master brand
- The foundations and hierarchy for UM's Web template system
- Typography, iconography, and other visual conventions
- A "living" design pattern library with design specifications for Web page components

All UM platforms and Web-based services must conform to the UM Master Web and Digital Visual Style Guide or have an approved, printable supplementary style guide on record with University Communications.

It is the responsibility of the administrator of the UM platform, Web-based service, or Web site to work with marketing and communications leadership in their respective areas to author a supplementary style guide and deliver it to the Digital Communications and Marketing Web Team in the appropriate format for review and approval.

Distribution and management of the Master Web and Digital Visual Style Guide is the responsibility of University Communications.

B. USABILITY AND DEVICE SUPPORT

The Digital Communications and Marketing Web Team is responsible for publishing and maintaining a Usability and Device Support Standard as part of the visual identity that sets

recommended viewport and presentation models. The standard should be followed by all properties so that consistent usability persists across presences.

C. DOMAIN NAME REGISTRATION AND NAMING CONVENTIONS

The Digital and Communications and Marketing Web Team is responsible for coordinating domain name registration requests for top-level domains already-owned by the University of Miami such as *.miami.edu, *.umiami.edu, *.hurricanesports.com, *.umiamihealth.org, and *.uhealthsystem.com.

Domain names should not be requested or registered via third-party service providers without notification and approval from University Communications. It is the responsibility of the Department to index all registered domain names.

To submit a domain naming request for an address that contains "miami.edu," e-mail help@miami.edu. To submit a domain naming request for any other name, e-mail webmaster@miami.edu.

D. INFORMATION REQUIRED ON ALL WEB PAGES

All Web pages must have:

- A universal "sliver" element at the top of the page that says "University of Miami" and links to miami.edu.
- A footer layout that complies with University standards
- A link to the main University of Miami home page.
- A link to the University's primary "Legal Disclosures" page.
- "© Copyright. All Rights Reserved." (no year is required).
- A link site visitors can use to notify site owners of incorrect, outdated, or non-functional page content.
- A sitemap file that accompanies the property and is accessible to Web crawlers.

8. COMMERCIAL USE OF WEB CONTENT

Material contained on Web and digital properties must not be used for business purposes or for financial gain unrelated to academic and research activities traditionally associated with a university unless otherwise approved or permitted.

9. CUSTOMER RELATIONSHIP MANAGEMENT

Respectful relationships are at the heart of the University's success and tools that can help the University understand and facilitate better relationships with its key constituencies are extremely important.

University Communications is responsible for orchestrating standard communications, planning, and campaign processes, and for coordinating with University areas to strengthen the effective use of customer relationship management software.

10. COPYRIGHT AND TRADEMARKS

Before displaying rights-reserved content, written permission must be obtained from the copyright holder and kept on file, whenever necessary, for the use of any and all copyrighted materials not belonging to the University of Miami or to a faculty member utilizing his/her own material.

Copyright permission may be necessary not only for text but in some instances also for photographs, graphics, audio, video, compiled statistics, graphs, and other intellectual property. Materials that are in the public domain (most commonly because the copyright term has expired or because they are U.S. government works) may be displayed as permitted. Copyrighted materials may be used within "fair use" guidelines upon approval by the University's General Counsel's Office.

Appropriate copyright notices must be prominently displayed as necessary and access to such materials must be limited as required by the conditions of the license for use obtained from the copyright owner.

Individuals with questions about the use of copyrighted material for official or research/instruction Web pages should contact the University's General Counsel's Office.

Individuals and departments creating Web pages must secure rights to all material copyrighted by others, including but not limited to text, images, and sounds, before using such material in their Web pages. This requirement does not apply to copyrighted material for which the University has obtained permission for use on the Web.

11. DIGITAL ASSET MANAGEMENT AND MARKETING TOOLS

University areas are responsible for setting priorities for maintaining digital assets under their control and for establishing permissions, access groups, and written plans that document how assets managed are to be used.

Rights-reserved content or content requiring credit or special disclosures must be included with the digital asset and/or the specified digital asset collection.

Primary source materials of particular historic value such as manuscripts, books, periodicals, scrapbooks, photographic images, slides, maps, prints, posters, audio, video, and oral histories should be shared with the University of Miami Libraries Digital Collections for consideration for inclusion in the historical record.

CONTACT INFORMATION:
UM Libraries Digital Collections

12. E-COMMERCE, FUNDRAISING, AND REVENUE-GENERATING CONTENT

E-Commerce, fundraising, and revenue-generating content must receive appropriate business and finance approvals prior to deployment on Web pages. Register e-commerce, fundraising, and revenue-generating content with the Web and Digital Communications and Marketing Web Team.

Any social media fundraising language leading up to interaction with a University of Miami donation page link must be vetted by the University of Miami, Department of University Advancement. To submit your fundraising language, please visit Social Media Donation Language Approval Form.

All donation pages must originate from the University of Miami, Department of University Advancement. Visit http://www.miami.edu/give and check for an existing donation page. If a new donation page is needed, please contact your Development Officer and have them complete a Giving Page Request Form.

13. BULK E-MAIL

E-MAIL USED FOR THE PURPOSE OF DISCUSSION

The University of Miami offers an LSoft Listserv service for the purpose of e-mail-based discussion lists. This service is managed by the University's Division of Information Technology.

All e-mail lists used for this purpose must provide easily accessible, timely opt-out functionality to its subscribers.

Recipients of unwanted e-mails who cannot successfully opt-out should send requests to webmaster@miami.edu.

E-MAIL USED FOR THE PURPOSE OF MARKETING AND COMMUNICATIONS

University Communications reserves the right to restrict e-mail campaigning conducted by University constituencies that may be deemed as unsolicited, indiscriminate, or not in alignment with overall strategic communications and marketing goals.

E-mail lists used for the purpose of marketing and communications must provide easily accessible, timely opt-out functionality to subscribers.

Recipients of unwanted e-mails who cannot successfully opt-out should send requests to webmaster@miami.edu.

E-MAIL THAT DOES NOT REQUIRE OPT-OUT FUNCTIONALITY

University employees may not opt-out of receiving certain centrally driven e-mails as they contain essential information for faculty and staff, including benefits, campus construction and disruptions, and other important news and information.

Emergency alert e-mails to University constituencies like faculty, staff, and students are also excluded from requiring opt-out functionality.

14. LEGAL DISCLOSURES

University Communications is responsible for developing, maintaining, and publishing a publically accessible Web page called "Legal Disclosures" containing University wording for:

- Copyright Notice
- Privacy Statement
- Terms of Use
- Non-Discrimination Policy
- HIPAA Privacy and Security
- Medical Patient Services Disclaimer
- Reserved Rights Statement
- Accreditation Statements
- Information We Collect Disclosure
- Information You Provide Disclosure
- Limited Liability Statement
- Children's Use Guidelines

- Choice/Opt-Out Statement
- Method for Providing Feedback on Web Content
- General University Legal Contact Information

It is the responsibility of the Division of University Communications to regularly review and update the Legal Disclosures page and confirm content wording with the Office of the General Counsel.

All University Web pages must link to the [University's central Legal Disclosures page](#).

15. SEARCH ENGINE OPTIMIZATION

The University encourages Web properties and created content to adhere to search engine optimization best practices.

Web content that inadvertently competes or threatens the primacy of strategic and targeted search result placement efforts may be restricted and/or removed by University Communications.

16. SOCIAL MEDIA AND SOCIAL NETWORKS

The University of Miami encourages the University community to be actively involved with social media. Due to the nature of the medium, this section is purposely broad in nature to encourage adoption while setting general guidelines for schools, colleges and divisions (for personal sites, please refer to the University's Student Rights and Responsibilities, Faculty Affairs and Human Resources guidelines).

This policy covers all University faculty, staff, administrators, and students.

REGISTERING SOCIAL MEDIA PAGES

All officially recognized social media accounts will be publicly listed by the University on the UM News Center's [social media list](#) at news.miami.edu. University Communications (UC) reviews and approves all social media applications. UC is also a resource for the UM community for any social media needs.

Pages may only be created by authorized representatives of the University.

At least two employees within the school, college or division need to be designated as page administrators in order to maintain continuity in the event of staff changes. If there is a change in the designated page administrator, UC needs to be notified immediately.

Students may not be named as page administrators.

UM employees designated as page administrators are responsible for managing and monitoring all content on their pages as well as removing content that violates University policies or any federal, state or local laws.

Departments and organizations within a school, college or division must gain approval from their area's director of communication or their equivalent before opening a new account. Those accounts must also have redundant administrator oversight to ensure continuity.

The UC director of multimedia will be added as an additional page administrator. UC will only access the account at the administrator's request or in the event of an extreme emergency on campus.

SOCIAL MEDIA CONTENT

UM employees designated as page administrators are responsible for managing and monitoring all content on their pages as well as removing content that violates University policies or any federal, state or local laws.

All current University policies including branding as well as federal, state and local laws and regulations apply to social media sites.

Do not post any confidential information about the University, its staff or students, or content that violates copyright or privacy laws, is threatening or obscene or is otherwise injurious or illegal. Any content of this nature posted by a user will be removed immediately.

Representation of an administrator's personal opinions on the page as being endorsed by the University or any of its organizations is strictly prohibited.

SOCIAL MEDIA PROCEDURE

In order to enhance overall social media oversight, University Communications can establish participation in a centrally coordinated social media management network and/or mandate access to sub-organizational area social network accounts.

17. WEB CONTENT MANAGEMENT AND STRATEGY

The Web and Digital Communications and Marketing Web Team is located within University Communications and is responsible for administering and governing centrally-offered, enterprise Web and digital communications software that creates Web content.

University constituencies participating in strategic marketing and communications efforts can take advantage of the benefits architected by the Web Team and can handle a majority of their Web development objectives using the services offered.

In addition, University constituencies may be required to use specific software to publish certain types of Web sites and related Web content.

These groups may be directed to avoid independent software or services that are not in alignment with central strategy, especially if there is a resource already in place to handle a particular type of content.

Parties interested in participating with or changing the preferred Web content management software and/or other software selected to support particular content types may contact/participate on the Web and Digital Communications and Marketing Advisory Group:

CONTACT INFORMATION:
University Communications
Web and Digital Communications and Marketing Advisory Group

CONTENT STRATEGY AND CONTENT TYPES

A "Web content strategy" is defined as the planning, development, and management aspects of how Web content is published, edited, and curated over time.

"Content types" are categorical components of a content strategy that are selected for special treatment and control considerations.

The primary objectives for instituting a formal content strategy at the University of Miami is to:

- Enable better auditing of content
- Enable better moderation of content
- Increase agility for change management of content
- Unify and formalize technology
- Extend the reach of content
- Avoid duplication and foster collaboration of content

Examples of some types of strategic Web content may include, but are not limited to:

- Audio content
- Blog posts
- Course description information (not academic course content)
- Degree Program information
- E-mail marketing and communications materials
- Emergency Alerts and Service Notifications
- Event information
- FAQs and Infographics
- Feature Story Content
- Fundraising, Crowd-sourcing content
- News Releases or Announcements
- Official Documents like Policies and Procedures
- Official Descriptions of Products or Services
- Online Static or Dynamic Web forms
- Organizational Unit information
- People information
- Photos
- Place and/or Location information
- Search functionality and search results
- Shopping carts or e-commerce
- Social Network posts and hashtags
- Video content
- Web pages

University constituencies attempting to publish these types of content should consult with University Communications whether there is a strategic policy-related process or software that is preferred for publishing these materials.

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