WEBSITE RESPONSIBILITIES GUIDANCE

1. INTRODUCTION

1.1 Purpose

This document sets out and explains how online website content is maintained across the external facing website www.keele.ac.uk.

1.2 Scope

This document covers areas of responsibilities and ownership for key areas of the website across the University. Responsibility includes content, media, web standards, training, accessibility and microsites that are not part of the core website.

2. GUIDANCE

2.1 Overview

2.1.1 The ultimate responsibility for the University's website content and CMS rests with the Strategic Communications and Brand team (SCB); Information and Digital Services (IDS) are responsible for keeping the server live.

2.1.2 SCB manage content on key landing pages, such as the homepage, research landing pages, core navigation, and for specific campaigns. They also make changes to staff profiles and School web pages that are asked for by Schools.

2.1.3 SCB is also responsible for website training, compliance of all core templates with standards, the overall user experience (UX) and search engine optimisation (SEO).

2.1.4 Responsibility for content on other areas of the site, including Directorates and Research Centres / Institutes, sits with the area's Web Champions.

2.1.5 All student recruitment content – including course pages – is managed by the Global Student Recruitment and Admissions team (GSRA).

2.1.6 Responsibility for the technical management of web systems lies with IDS.

2.2 Ownership

2.2.1 SCB manage content on key landing pages, such as the homepage, research landing pages, core navigation, and for specific campaigns. They also update staff profiles, Faculties', and Schools' web pages, including Schools' research pages.

2.2.2 Schools should assign a single point of contact to brief website edits to SCB, and to work on project work with the central team. To request edits for the schools' pages, please contact the team via keele.ac.uk/websupport/staff.

2.2.3 SCB also support a small group of Web Champions with CMS access and training. Web Champions are responsible for maintaining their areas of the website, including Directorates and Research Centres or Institutes.

2.2.4 Based across the University, these designated Web Champions will audit, support and maintain content on their area's web pages. Web Champions will ensure that the devolved content and style of their sections is of the highest quality following University guidance (see keele.ac.uk/websupport).

2.2.5 It is vital that Web Champions are given adequate time to undertake the role, and therefore arrangements should be discussed with individual line managers in terms of support and backfill for other duties that cannot be carried out because of these additional web duties.

2.2.6 Web pages for the Students' Union and for affiliated societies and clubs are the responsibility of the Students' Union and are not hosted within the University content management system (CMS).

2.3 Directorate / Research Centres and Institutes responsibilities

2.3.1 Core University content should be hosted in the CMS and not on any separate websites or domains.

2.3.2 Directorates / Research Centres and Institutes are expected to take day-to-day responsibility for their own web pages. This entails ensuring that content is current, relevant and accurate and meets guidelines for: visual content; University web usability standards; legal requirements, including copyright permissions; writing style; and essential content requirements. SCB has produced a series of documents designed to make it easy for Web Champions to meet these guidelines; SCB will also offer training and support (see below, section 4).

2.3.3 SCB will work closely with Directorates / Research Centres and Institutes to help them to meet these guidelines. If, despite this, serious breaches of legal requirements occur, SCB may need to correct these without prior consultation, although notification of changes will be made.

2.3.4 Enough staff should be nominated as Web Champions so that the service can continue despite illnesses, holiday and departures. The nominated staff should be allowed sufficient time to carry out their role. Contingency should be acknowledged in any Business Continuity Plan.

2.3.5 New users of the CMS (Web Champions) are expected to complete review of the web support pages and an online training provided by SCB via MS Teams.

2.3.6 Web Champions are requested to notify SCB when they / other Web Champions no longer need access to edit pages.

2.3.7. Any complaints received concerning information published on any University web server should be forwarded to SCB.

2.3.8 Registered CMS users should not make their login details available to non-registered users.

2.3.9 All external websites affiliated with the University should be notified to SCB.

2.4 SCB / IDS / GSRA responsibilities

2.4.1 SCB manage content on key landing pages, such as the homepage, research landing pages, core navigation, and for specific campaigns. They also update staff profiles and School web pages, including School research pages. To request edits to these sections, please contact the team via keele.ac.uk/websupport/staff.

2.4.2 SCB will offer Web Champions online training and will also be on-hand to help with enquiries.

2.4.3 Course pages and student recruitment content is managed by GSRA who can be contacted via marketing@keele.ac.uk.

2.4.4 SCB is responsible for ensuring that standards are set for usability and accessibility. They will inform Web Champions of changes to web services, legislation and guidelines, and offer appropriate guidance and support in the implementation of these changes.

2.4.5 Provision is made for some members of university staff to publish a profile page where appropriate. These pages should in all cases meet the accepted University standards. Users should also bear in mind that they are legally responsible for all content on personal profile pages, wikis, and blogs.

2.4.6 SCB / HR (Human Resources) has the responsibility for acting on complaints about illegal or offensive material on the website. They may issue a request for such material to be removed or changed or SCB may remove this material itself. In the case of persistent misuse of personal profile pages, SCB may refer this to IDS.

2.4.7 IDS has responsibility for the security and maintenance of web systems. IDS is not responsible for supporting the running of non-static content or web applications systems for a School / Faculty / Directorate / Research Institute, or users, unless there are agreements in place. Advice on implementing web pages requiring non-static content is available from SCB and IDS via support.web@keele.ac.uk.

2.4.8 A list of Web Champions can be found on OneDrive.

2.5 Research microsites

2.5.1 If web pages are required for a Keele-based research group/centre/institute, or for other purposes related to promoting the outcome of research, by default it should sit as part of the Keele University website.

2.5.2 Branding and web development support will be provided by SCB, including final approvals.

2.5.3 However, if the site requires complex functionality, or has a business case to be a separate website, it may require input from IDS (via the Associate Director Operations & Infrastructure) to be developed as a separate microsite.

2.5.4 All new Keele-based research microsites should also be approved by the Director of Research Strategy Delivery to confirm the current status of the group/centre/etc and to help plan where the pages are promoted on the website and in other PR.

2.5.5 If web pages are required for a partnership research group with people from multiple institutes/organisations (and therefore the site cannot be part of keele.ac.uk), if the site requires complex functionality that keele.ac.uk cannot deliver, or has a different business case to sit as a separate site, the request should be briefed to both IDS and SCB to discuss options (please use keele.ac.uk/websupport/staff to brief in the work).

2.5.6 IDS provide the option to set up and host 'external' websites with bespoke URLs - using managed WordPress hosting - and offer technical and some design support. IDS's managed hosting is cost-effective and ensures the security and lifecycle of the website (i.e. decommissioning of the site when the time comes).

3. ROLES AND RESPONSIBILITIES

Areas of responsibility:

IDS

- Online application forms
- Staff Directory
- Blackboard
- Server issues
- Webmail services
- WordPress sites

Individual Faculties and Directorates

Day-to-day maintenance of the following pages including CMS edits:

- Directorates
- Research

Schools (and SCB)

Day to day maintenance of the following pages:

- Schools content (edits to be submitted to SCB via TopDesk)
- Faculties content (edits to be submitted to SCB via TopDesk)

GSRA

- The Study section of the website including:
  - Course pages
  - Fees and funding
  - Open days

o   'Online prospectus' which is all content found within /study

SCB

- Editing School web pages (updates submitted by Schools and Faculties via TopDesk)
- Editing School research pages (updates submitted by Schools and Faculties via TopDesk)
- Periodic 'health checks' for School and Faculty pages, working with individual Schools and/or Faculties.
- Editing Staff profile pages (updates submitted by Schools and Faculties via TopDesk)
- Key landing pages including homepage, research landing pages, core navigation and specific campaigns.
- Business focussed webpages
- 'Society' themed pages
- Web Content Management System (terminal4)
- Online branding
- Web statistics
- CMS templates
- User experience (UX)
- Usability
- Accessibility of the webpages (accessibility of the files requested to add to the website are with the file's owner, SCB provide support and guidance here: https://www.keele.ac.uk/websupport/styleguide/accessibility/accessibledocuments/)
- Core Standards Compliance
- Web support
- Web training

4. RELATED POLICIES AND PROCEDURES

Web Support pages can be found at https://www.keele.ac.uk/websupport. This includes CMS support, a style guide, and further procedures for preparing content for the web https://www.keele.ac.uk/websupport/styleguide

Specific details on accessibility including common PDF and Word file formats can be found at https://www.keele.ac.uk/websupport/styleguide/accessibility/accessiblepdfwordandgoogledocuments/

5. REVIEW, APPROVAL & PUBLICATION

The SCB (Strategic Communications and Brand) team will review this Guidance annually to ensure it remains fit for purpose. Approval of any amendments will be authorised by the Director of SCB. This Guidance will be published on the University's website at: keele.ac.uk/policyzone.

6. DOCUMENT CONTROL INFORMATION

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