



## Web Governance Policy

Public Relations Office

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# Contents

- [1 Purpose](#)
- [2 Ownership](#)
- [3 Scope](#)
- [4 Objectives](#)
  - [4.1 User focus](#)
  - [4.2 Quality](#)
  - [4.3 Efficiency](#)
- [5 The Policy](#)
  - [5.1 Derivation](#)
    - [5.1.1 Information Security Policies](#)
    - [5.1.2 Web Policies](#)
    - [5.1.3 Copyright](#)
    - [5.1.4 Data Protection](#)
    - [5.1.5 Consumer Protection](#)
- [6 Roles and responsibilities](#)
  - [6.1 Implementation](#)
    - [6.1.1 Position Statement](#)
    - [6.1.2 Authorisation and Review](#)
    - [6.1.3 Applicability](#)
    - [6.1.4 Conduct and interaction with other policies and regulations](#)
    - [6.1.5 Access rights and Security](#)
    - [6.1.6 Incidents and response](#)
    - [6.1.7 Content](#)
    - [6.1.8 Accessibility](#)
    - [6.1.9 Compliance](#)
    - [6.1.10 Social Media](#)
- [7 Review](#)
  - [7.1 Schedule](#)
  - [7.2 Requests for change](#)
  - [7.3 Contact](#)

## 1 Purpose

The purpose of this document is to provide an approved Web Governance Policy (hereafter, referred to as the “Policy”) through which the University can institutionalise the processes, policies, framework and standards for the management of its websites enabling staff to carry out their work as effectively as possible.

The Policy brings together pre-existing policies and guidance that have been published on the University website for some time but have not benefited from being placed in a centralised context (see [5.1 Derivation](#)).

## 2 Ownership

The Policy is owned by the Web Executive (see [4 Roles and Responsibilities](#)).

It is imperative that the Policy represents an ever evolving framework, and as such will be revisited and revised frequently, so that it may adapt to the ever-changing experiences and requirements of the University community (see [6 Review](#)).

## 3 Scope

The principal scope of the Policy are the websites hosted on the University’s implementation of *T4 Site Manager Content Management System* (hereafter referred to as the “CMS”) and the users of the CMS who own and publish content to [www.bristol.ac.uk](http://www.bristol.ac.uk).

All sites hosted on the CMS and those within the bristol.ac.uk domain are strategic assets owned wholly by the University.

Therefore, the terms of this Policy could be applied to other systems and platforms that provide functionalities to publish content to the Worldwide Web via other University-owned domains.

## 4 Objectives

The University website represents our most important communication channel and is an enabler of our core business of research and education. Therefore, any content published upon the University website that doesn’t support a business goal or meet a user need is a distraction and an unwanted cost in time and resource and degrades user experience.

By implementing the Policy, the following objectives will be achieved:

### 4.1 User focus

- All sites will prioritise the needs of the user, delivering content and services specific to their needs
- All sites will be designed ‘Mobile First’ so that the advantages and benefits of using responsive design are fully realised and fulfil the users’ expectations for delivery of high quality content to mobile devices
- All sites will adopt navigation and Information Architecture (IA) that is compatible and effective across all devices.

### 4.2 Quality

- A Web Content Strategy will be published to empower staff to create and manage high quality, engaging content in a consistent manner
- The Web Content Strategy will determine how weak, redundant, obsolete or trivial content will be assessed and provide guidance for what remedial actions to take
- Training will be improved and provided by the Web Editor Team to focus on what makes a great website and how to create and manage high quality content within the CMS.

### 4.3 Efficiency

- The Policy provides clarity and accountability within decision-making structures relating to the publishing of web content across the University
- Publishing activity will continue to support the University in achieving its strategic objectives
- There will be reduced incidences of inefficiencies, inaccuracies, inconsistencies and duplication of content across sites
- Responsibilities will be aligned with skills so that the most appropriate individuals are clear on their responsibilities and have the right skills and appropriate access to the right resources to carry out their work professionally.

## 5 The Policy

### 5.1 Derivation

- All active University policies apply in the context of this Policy, specifically in the publishing of content to the Worldwide Web, and must comply with legal requirements.

#### 5.1.1 Information Security Policies

- <http://www.bristol.ac.uk/media-library/sites/infosec/documents/guide.pdf>
- <http://www.bristol.ac.uk/media-library/sites/infosec/documents/isp-01.pdf>
- <http://www.bristol.ac.uk/media-library/sites/infosec/documents/isp-07.pdf>
- <http://www.bristol.ac.uk/media-library/sites/infosec/documents/isp-09.pdf>

#### 5.1.2 Web Policies

- <http://www.bristol.ac.uk/style-guides/web/policies/legal/terms/>
- <http://www.bristol.ac.uk/style-guides/web/policies/legal/access/>

#### 5.1.3 Copyright

- <http://www.bristol.ac.uk/style-guides/web/policies/web-management/copyright/>

#### 5.1.4 Data Protection

- <http://www.bristol.ac.uk/secretary/data-protection/>

#### 5.1.5 Consumer Protection

- <https://www.bris.ac.uk/esu/consumerprotection/> (SSO required)

#### 5.1.6 Roles and responsibilities

- The University currently hosts over 200 sites on the CMS which is accessed by c. 700 active web publishers.
- Establishing and maintaining clear site ownership and accountability from domain-level to individual pages of content is the primary driver for issuing of the Policy and is key to delivering its objectives.
- The table below provides an overview of the roles with responsibilities for web governance, access and content.

Role	Responsibilities
Web Executive	<ul style="list-style-type: none"><li>● Governs the ongoing, strategic development of the University's public-facing web presence</li></ul>

	<ul style="list-style-type: none"> <li>● Provides leadership and authority to ensure that strategic development of the University's public-facing web presence supports the delivery of the University's Strategy and Vision</li> <li>● Owns and enforces the Web Governance Policy</li> <li>● Provides a point of escalation for any breach of the Web Governance Policy</li> </ul>
<b>Site Owner</b>	<ul style="list-style-type: none"> <li>● Responsible for overall strategic direction of the site</li> <li>● Ultimately accountable for all content published on the site</li> <li>● Authorises staff to become Site Administrators</li> </ul>
<b>Site Administrator</b>	<ul style="list-style-type: none"> <li>● Responsible for the operational maintenance of a particular website or set of websites</li> <li>● The primary contact for matters relating to the website</li> <li>● May authorise other Web Publishers to maintain content on the website and will oversee the work undertaken by them</li> <li>● Usually a single Site Administrator has operational maintenance of a website or websites, however, there may be up to three assigned</li> <li>● Approves training for Web Publishers.</li> </ul>
<b>Web Publishers</b>	<ul style="list-style-type: none"> <li>● Responsible for editing and maintaining content for a particular website or set of websites</li> <li>● Ensure the overall University web presence is up to date, easy to use for all users, and provides users with a positive impression of the University</li> <li>● Adhere to this Policy and their wider legal obligations as a member of University of Bristol staff:  <a href="http://www.bristol.ac.uk/style-guides/web/policies/web-management/responsibilities/">http://www.bristol.ac.uk/style-guides/web/policies/web-management/responsibilities/</a> </li> </ul> <p>NOTE: May be based across many organisational units with the University, but usually within the organisational unit to which the website they maintain relates</p> <p>NOTE: The Web Publisher role is often integrated with other job responsibilities</p>
<b>Subject Matter Experts (SME)</b>	<ul style="list-style-type: none"> <li>● Members of staff with a clear understanding of a subject upon which Site Administrators/Web Publishers are writing</li> </ul>

	<ul style="list-style-type: none"> <li>● Subject experts or subject specialists can be from within or external to the University</li> <li>● They can provide insight and knowledge to create more informed and relevant content</li> </ul>
<b>Web Editor Team</b>	<ul style="list-style-type: none"> <li>● PRO Web Team in Professional Services, Communications and Marketing Division</li> <li>● Directs content design on the University’s public-facing websites</li> <li>● Directs content requests and has the authority to decide what actions to take with content that doesn’t address the University’s business goals or support user needs</li> <li>● Provides leadership, advice and guidance to Site Owners, Site Administrators and Web Publishers</li> <li>● Implements and ensures adherence to corporate policies</li> <li>● Aligns the web priorities of Faculties and other organisational units to the University’s Strategy</li> <li>● Responsible for the visual identity of the University web presence</li> <li>● Reports to the Web Executive</li> </ul>
<b>Webmaster</b>	<ul style="list-style-type: none"> <li>● Responsible for technical support and maintenance of the University web presence</li> <li>● Provided by IT Services</li> </ul>

**Table 1. Roles and responsibilities - overview**

Corporate	Site	Specialist
Web Executive	Site Owner	Subject Matter Expert
Web Editor Team	Site Administrator	
Webmaster	Web Publisher	

**Fig 1. Roles and responsibilities – grouped by function**

## 5.2 Implementation

### 5.2.1 Position Statement

- The University provides staff with access to the *T4 Site Manager, Content Management System (CMS)* so that they can deliver Faculty/School/Division services and high quality content to various audiences over the World Wide Web.

- The University supports staff in this activity by ensuring appropriate guidance and training on good practice and legal obligations is available to reinforce individual responsibilities.
- Staff with access and publishing rights to the CMS are expected to maintain their knowledge of all relevant policies and guidance.
- The CMS is a corporate communication tool and published content must meet clear user need, be aligned to business goals and support the strategic objectives of the University.

### 5.2.2 Authorisation and Review

- This Policy has been approved by the University Web Executive on 28 September 2016. Any questions relating to this Policy should be addressed to the Web Editor Team.
- The impact of this Policy will be monitored regularly to reflect the changing online environment and technologies. It will be reviewed bi-annually by the Web Editor Team with any substantive amendments to be approved by the Web Executive (see [6. Review](#)).

### 5.2.3 Applicability

- This Policy applies to all University staff with access to the CMS and/or systems that provide functionalities to publish content to the Worldwide Web, and that represent the University.

### 5.2.4 Conduct and interaction with other policies and regulations

- Professional responsibilities apply regardless of the medium being used and so all content published represents the University and must therefore comply with relevant University policies that address staff conduct (see [5.1 Derivation](#)).

### 5.2.5 Access rights and Security

- The CMS is accessed using the University Single Sign-On (SSO) authentication and, as such, all University members must comply with the University's [Information Security Policy](#) at all times.
- It is the responsibility of Site Owners to authorise staff to become Site Administrators and to approve training for Web Publishers.
- It is the responsibility of Site Administrators to authorise Web Publishers to maintain content on website(s) and to oversee the work undertaken by them.
- It is the responsibility of the Web Editor Team to ensure adherence to corporate policies.
- *All staff provided with access to the CMS will be automatically granted Moderator privileges, enabling each user to publish their own content without the need for moderation workflow.*

### 5.2.6 Incidents and response

- Any suspected breaches of this Policy should be directed to the Web Editor Team. There are a range of actions to address breaches of this Policy, beginning with ensuring awareness of responsibilities with advice and guidance and escalating to potential formal disciplinary action via Human Resources for serious breaches:
  - Advice and guidance on best practice from the Web Editor Team;
  - Involvement of line management and possible removal or reduction of access;
  - Formal disciplinary action via Human Resources.
- Following investigation, where a serious breach of this Policy has been deemed to have taken place, the Web Editor Team may escalate the matter to Human Resources for consideration of formal disciplinary action. If the breach is considered to be potentially damaging to the University (e.g. reputational impact or compliance issues) further action will be taken according to policies referenced in [5.1 Derivation](#).

### 5.2.7 Content

- A Web Content Strategy has been produced to support the implementation of this Policy and promote best practice and quality across all of the University's websites <https://drive.google.com/open?id=1ty5iehQkeKn7W8BPtq8Uie3hX4MHwkE867JO-v3916Y>.
- Content published on the CMS will be considered to be *public* data as per the UoB data classifications <http://www.bristol.ac.uk/infosec/uobdata/classifications/>.
- Content published on the CMS which is intended for internal audiences and/or is provided behind a login will be deemed to be *open* data that should be hosted on an intranet system (e.g. Plone or SharePoint) <http://www.bristol.ac.uk/infosec/uobdata/classifications/> and unpublished from the CMS.

### 5.2.8 Accessibility

- The University of Bristol is committed to making all its web-based information and services as accessible as possible to all people, including those with disabilities and regardless of their access requirements. <http://www.bristol.ac.uk/style-guides/web/policies/legal/access/>.

### 5.2.9 Compliance

- All staff should apprise themselves of the published guidance: <http://www.bristol.ac.uk/style-guides/web/policies/web-management/responsibilities/>.

### 5.2.10 Social Media

- All staff should apprise themselves of the published policy: <http://www.bristol.ac.uk/style-guides/web/policies/legal/social-media/>.

## 6 Review

### 6.1 Schedule

- The Policy will be reviewed bi-annually by the Web Editor Team.

### 6.2 Requests for change

- Requests for change to the Policy should be submitted to the Web Editor Team.
- Amendments to the Policy will be authorised by the Web Executive.
- Requests for change will be approved or rejected with consideration of University business, operational and strategic needs, together with consultation from those members of staff who fulfil web governance roles and responsibilities.

### 6.3 Contact

- If you would like further information or wish to provide comment or submit a change request, then please contact: [web-editor@bristol.ac.uk](mailto:web-editor@bristol.ac.uk).