I. PURPOSE AND SCOPE

The quality of information presented across the College of Technology's Web presence plays an important role in shaping the image of the College. Thus a cogent and concise policy statement is in place.

A. This policy sets the College's standard for:

1. Establishing acceptable use of the Web presence,
2. Enhancing the College's mission by clarifying responsibilities of Web content managers, and
3. Requiring accurate, useful and attractive presentations of information on the Web presence.

B. Academic departments, administrative offices, student organizations and other entities or individuals are encouraged to publish information on the College's Web presence, provided such information supports the mission of the College and is in compliance with this policy and associated University of Houston administrative policies and procedures.

C. This policy applies to all official College of Technology material and all unofficial content posted by individuals and student organizations within College's Web presence.

II. POLICY STATEMENT

Each content manager is responsible for ensuring the accuracy and timeliness of Web content for the portion of the College’s Web presence that falls under his or her purview.

A. All content, whether official or unofficial, must:

1. Clearly identify the name of the department, program, center, lab, student organization or other entity,
2. Link to the College of Technology’s primary website,
3. Comply with the UH Web Accessibility Standards ([http://www.uh.edu/policies/ada/](http://www.uh.edu/policies/ada/)), especially for visually-impaired users accessing the content through non-traditional means,

4. Contain current contact information for the content manager, associated unit head or Web administrator, and

5. Contain a publication date for any time-sensitive information or data, and be updated so the information or data remains current.

B. In addition to the requirements outlined in Section II.A. of this policy, all **official content** must:

   1. Clearly identify its affiliation with the College of Technology, using a correctly-branded, approved template,

   2. Employ breadcrumbs that include a link to the College of Technology's primary website or, in the case of social media, a standard link,


   4. Be approved by the head of Marketing and Communications and the associated unit heads prior to posting to the Web. Minor changes, such as updates to contact information or date changes, need not be reviewed. For clarification, contact Marketing and Communications at cotmarcom@uh.edu.

C. In addition to the requirements outlined in Section II.A. of this policy, all **unofficial content** must:

   1. Clearly state, through the use of a disclaimer, that the content does not represent the official opinion or policy of the College, and

   2. Be approved by the associated unit head or other responsible party prior to posting to the Web. Minor changes, such as updates to contact information or date changes, need not be reviewed.

D. Additionally all content, official or unofficial posted on social media pages must comply with the UH Social Media Policy ([http://www.uh.edu/policies/social-media/](http://www.uh.edu/policies/social-media/)).
III. DEFINITIONS

A. Content administrators: the faculty, staff members or students who have been identified as designated content approvers on behalf of Marketing and Communications, after having successfully completed the Content Administration Training provided by Marketing and Communications.

B. Content managers: the faculty, staff members or students affiliated with the College of Technology who are responsible for managing a part of the College’s Web presence

C. Official content: content that appears either on a website or social media page that meets all the requirements under Section II.B.

D. Original content: content that is either entirely new or vastly different from previous iterations, in textual content, media content, overall visual impact, or any combination of the three

E. Unit head: the person who leads the entity represented by the indicated Web content contained within the College’s Web presence

F. Unofficial content: content that appears either on a website or social media page that meets all the requirements under Section II.C.

G. Updates: content that is different from its original in a way that does not greatly alter textual content, media content or overall visual impact;

H. Web administrators: the faculty, staff members or students who have been identified as designated content publishers on behalf of Web Technologies, after having successfully completed the associated training provided by Web Technologies and/or University Information Technology

I. Web presence: the collection of websites and social media pages that are associated, officially or unofficially, with the College of Technology

1. Center website: a website that represents the primary aspect of a Web presence for a College of Technology-affiliated center or institute

2. Department website: a website that represents the primary aspect of a Web presence for a College of Technology-affiliated department

3. Lab website: a website that represents the primary aspect of a Web presence for a College of Technology-affiliated laboratory
4. **Primary website**: the primary aspect of the College of Technology’s Web presence (http://www.uh.edu/technology)

5. **Program website**: a website that represents the primary aspect of a Web presence for a College of Technology-affiliated program

6. **Social media page**: a page on an approved social media platform, in which the account is affiliated with a College of Technology center, department, lab, program, student organization or some other entity or initiative

7. **Student organization website**: a website that represents the primary aspect of a Web presence for a College of Technology-affiliated student organization

IV. **PRIMARY WEBSITE PROCEDURE**

A. The primary website for the College of Technology shall only contain official content.

B. All requests for updates or original content must be submitted through the online assistance request form (http://www.uh.edu/technology/web) by the content manager or designated delegate, unless the content manager or designated delegate is also a Web administrator for the site in question.

C. The primary content managers for this website are responsible for sections at the top level of navigation and, with a few exceptions (as indicated), all the content located under that section. Each content manager has the authority to delegate that responsibility, as needed. Individual assignments include:

1. **Advising, Students**: Assistant Dean of Academic Affairs

2. **Departments, Our College, People**: head of Marketing and Communications
   a. Content below the top level of Departments is managed by the associated unit head (e.g., department chair or program manager, depending on the depth and scope)
   b. The associated unit heads manage the sub-sections of Instructional Design, Technical Support and Web Technologies under the Our College top level as well.

3. **Giving**: Director of Advancement

4. **Research**: Associate Dean of Research and Graduate Studies
D. Publishing Procedure

1. A designated Web administrator must make the updates or add the original content as requested by the content manager or designated delegate.
   
a. The primary Web administrator for this site is the head of Web Technologies.
   
b. The head of Web Technologies may designate faculty, staff or students (upon successfully completing required training) as alternate Web administrators, acting on behalf of Web Technologies.

2. If the content is an update (or series of updates), as defined in Section III.G., then the content can be published directly to the live site without review.

3. If the content is original, as defined in Section III.D., it must be reviewed and approved by a designated content administrator.

E. Review and Approval Procedure for Original Content

1. A designated content administrator must approve all original content.
   
a. The primary content administrator for this site is the head of Marketing and Communications.
   
b. The head of Marketing and Communications may train and designate faculty, staff or students as alternate content administrators, acting on behalf of Marketing and Communications.

2. If significant changes to the original content are required, further review may be required by the content manager or designated delegate.

F. Upon approval of the original content, a designated Web administrator must publish the content to the live site.

G. The standard turnaround time for both updates and original content is 48 hours or less, excluding weekends and holidays. Some original content may exceed that estimate, depending on the amount of content or complexity of changes.

V. DEPARTMENT AND PROGRAM WEBSITES PROCEDURE

A. The department and program websites affiliated with the College of Technology shall only contain official content.
B. All requests for updates or original content must be submitted through the online assistance request form (http://www.uh.edu/technology/web) by the content manager or designated delegate, unless the content manager or designated delegate is also a Web administrator for the site in question.

C. The primary content managers for these websites are responsible for the sites, as indicated, in their entirety. Each content manager has the authority to delegate that responsibility, as needed. Individual assignments include:

1. **Construction Management**: Department Chair, Construction Management
   - a. Graduate Program: associated unit head
   - b. Minor in Construction Management: associated unit head
   - c. Professional Program: associated unit head
   - d. Undergraduate Program: associated unit head

2. **Engineering Technology**: Department Chair, Engineering Technology
   - a. Graduate Programs: associated unit head
   - b. Minors in Engineering Technology: associated unit head
   - c. Petroleum Technology Initiative: Deputy Director acting on behalf of Director, Petroleum Technology Initiative
   - d. Professional Programs: associated unit head
   - e. Undergraduate Programs: associated unit head

3. **Human Development and Consumer Sciences**: Program Manager acting on behalf of Department Chair, Human Development and Consumer Sciences
   - a. Graduate Programs: associated unit head
   - b. Minors in Human Development and Consumer Sciences: associated unit head
   - c. Professional Programs: associated unit head
   - d. Undergraduate Programs: associated unit head
4. **Information and Logistics Technology**: Department Chair, Information and Logistics Technology
   
a. Digital Media: Instructional Lab Managers acting on behalf of Program Manager, Digital Media

b. Graduate Programs: associated unit head

c. Minors in Information and Logistics Technology: associated unit head

d. Professional Programs: associated unit head

e. Undergraduate Programs (other than Digital Media): associated unit head

D. Publishing Procedure

1. A designated Web administrator must make the updates or add the original content as requested by the content manager or designated delegate.
   
a. The primary Web administrator for these sites is the head of Web Technologies.

b. The head of Web Technologies may designate faculty, staff or students (upon successfully completing required training) as alternate Web administrators, acting on behalf of Web Technologies.

2. If the content is an update (or series of updates), as defined in Section III.G., then the content can be published directly to the live site without review.

3. If the content is original, as defined in Section III.D., it must be reviewed and approved by a designated content administrator.

E. Review and Approval Procedure for Original Content

1. A designated content administrator must approve all original content.
   
a. The primary content administrator for these sites is the head of Marketing and Communications.

b. The head of Marketing and Communications may train and designate faculty, staff or students as alternate content administrators, acting on behalf of Marketing and Communications.
2. If significant changes to the original content are required, further review may be required by the content manager or designated delegate.

F. Upon approval of the original content, a designated Web administrator must publish the content to the live site.

G. The standard turnaround time for both updates and original content is 48 hours or less, excluding weekends and holidays. Some original content may exceed that estimate, depending on the amount of content or complexity of changes.

VI. CENTER, FACULTY, LAB AND STUDENT ORGANIZATION WEBSITES PROCEDURE

A. The center, lab and student organization websites affiliated with the College of Technology may contain unofficial content.

B. For all sites with a URL location that contains “uh.edu”, all requests for updates or original content must be submitted through the online assistance request form (http://www.uh.edu/technology/web) by the content manager or designated delegate, unless the content manager or designated delegate is also a Web administrator for the site in question.

Please note that although a website not containing “uh.edu” in its URL will have other procedures not indicated here, the site will still be subject to all other applicable parts of this policy, by virtue of its affiliation with the College of Technology.

C. The primary content managers for these websites are responsible for the sites, as indicated, in their entirety. Each content manager has the authority to delegate that responsibility, as needed. Individual assignments include:

1. Center Websites: the director of the center
2. Faculty Websites: the indicated faculty member
3. Lab Websites: the manager of the lab
4. Student Organization Websites: the president of the organization

D. Publishing Procedure

1. A designated Web administrator must make the updates or add the original content as requested by the content manager or designated delegate.
a. The primary Web administrator for these sites is the head of Web Technologies.

b. The head of Web Technologies may designate faculty, staff or students (upon successfully completing required training) as alternate Web administrators, acting on behalf of Web Technologies.

2. If the content is an update (or series of updates) or if the content is original and unofficial, as defined in Sections III.G. and III.F., respectively, then the content can be published directly to the live site without review.

3. If the content is original and official, as defined in Sections III.D. and III.C., respectively, it must be reviewed and approved by a designated content administrator before the Web administrator can add it to the website.

E. Review and Approval Procedure for Official Original Content

1. A designated content administrator must approve all official original content.

   a. The primary content administrator for these sites is the head of Marketing and Communications.

   b. The head of Marketing and Communications may train and designate faculty, staff or students as alternate content administrators, acting on behalf of Marketing and Communications.

2. If significant changes to the official original content are required, further review may be required by the content manager or designated delegate.

F. Upon approval of the official original content, a designated Web administrator must publish the content to the live site.

G. The standard turnaround time for both updates and original content is 48 hours or less, excluding weekends and holidays. Some original content may exceed that estimate, depending on the amount of content or complexity of changes.

VII. SOCIAL MEDIA PAGES PROCEDURE

A. Social media pages affiliated with the College of Technology may contain unofficial content and must clearly identify their affiliation with the College, a department within the college, a program within one of the departments, a center, a lab or student organization. All social media content is original.
1. All social media pages affiliated with the College of Technology are required to include the head of Marketing and Communications or a representative of Marketing and Communications, as designated by the head, an administrator.

2. All social media pages affiliated with the College of Technology may also include the director of Information Technology and/or the head of Web Technologies as administrators.

B. All requests for social media postings to the official College of Technology social media pages must be submitted to the Web administrator through the feature request form (http://www.uh.edu/technology/feature).

C. In general, the primary content managers for social media pages also serve as both content and Web administrators for the social media pages that fall under their purview, at the discretion of the head of Marketing and Communications. Each content/Web administrator has the authority to delegate that responsibility, as needed. Individual assignments include:

1. College of Technology Social Media Pages: the head of Marketing and Communications

2. Center Social Media Pages: the director of the center

3. Lab Social Media Pages: the manager of the lab

4. Student Organization Social Media Pages: the president of the organization

5. All Other Entities (Departments, Programs, etc.): the associated unit head

D. The standard turnaround time for posts to official College of Technology social media pages is 48 hours or less, excluding weekends and holidays.
VIII. REVIEW AND RESPONSIBILITIES:

Responsible Party: Web Advisory Committee

Review: Every three (3) years, on or before September 1

IX. APPROVAL

Zagui Paredes
Director of Business Operations, College of Technology

Heidar Malki
Associate Dean of Academic Affairs, College of Technology

William Fitzgibbon, III
Dean, College of Technology

Date of Dean’s Approval: 06/11/2015

X. REFERENCES

UH Editorial Style Guide
http://www.uh.edu/policies/editorialstyle/

UH Graphic Standards
http://www.uh.edu/policies/graphic-standards/

UH Social Media Policy
http://www.uh.edu/policies/social-media/

UH Web Accessibility Standards
http://www.uh.edu/policies/ada/

UH Web Style Guide
http://www.uh.edu/web/style-guide/

REVISION LOG

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