

Policy and Procedure

Policy Number: 702 REV 1, R 2

Date: 1/9/06, 5/2/12

Revision Date: 1-9-06

Second Revision Date: 5/2/12

Division/Department: Information Technology

Author(s): Ken Ries; Nancy Mach; Danielle Chandonnet

Subject: Web Publishing and Hosting

Purpose: The purpose of the Pine Technical College website is to:

1. Support and further the instructional, research, and administrative activities of the college;
2. Provide information about PTC to the college community and the outside world;
3. Organize PTC and website resources for the use of the PTC community and others;
4. Facilitate communication between and among students and faculty;
5. Establish the framework necessary to support the development and maintenance of PTC web resources.

Policy: It is the policy of the college to promote and facilitate the publishing of accurate, current, useful websites, as well as promote an overall positive image of the college on the PTC website. Publication of information on the PTC website is governed by existing PTC policies, including Pine Technical College Policy 708 – *Acceptable Use of Computers and Information Technology*, all applicable regulations and statutes of the State of Minnesota, all federal policies and laws, and Section 508 of the Rehabilitation Act.

To preserve the security, availability, and integrity of the PTC website and its resources, and to protect all users' rights to an open exchange of ideas and information, the following procedure defines the responsibilities of each member of the PTC community in the use of this resource.

Procedure: Pine Technical College's web presence is divided into groups: Root Web; Departmental Web Pages/Sites; Partner Agency Sites; and, the College Intranet.

ROOT WEB

The Root Web is managed as an information and marketing tool for the college. It is the authoritative data source for the information it contains. The Marketing Director is responsible for the content of this site.

DEPARTMENTAL WEB PAGES/SITES

Departmental Web Page/Sites are managed as information and marketing tools for individual programs. The Marketing Director and designated program faculty and staff are jointly responsible for the content of these sites.

PARTNER AGENCY SITES

Partner agency sites are managed by the individual agencies. The agencies are responsible for the content of the sites.

COLLEGE INTRANET (<http://134.29.165.202>)

The College Intranet is maintained for the purpose of internal communication only. The college Chief Information Officer and/or designated individuals are responsible for the content of the site.

All websites and pages hosted by Pine Technical College

All sites must comply with Section 508, Accessibility Standards. All web pages should comply with the World Wide Web Consortium's Web Content Accessibility Guidelines (<http://www.w3.org/WAI/intro/wcag.php>). All sites also must comply with PTC's visual identity standards, outlined in the *Visual Identity Standards Manual* (VISM), set by the marketing department.

Pine Technical College Root Web

All content must be approved by the Marketing Director or his/her designee prior to publishing. Only the college webmaster or his/her designee may update information contained on the root website.

The root web is the authoritative data source for information contained within the root web itself (i.e. program plans, course descriptions, academic calendar information, employee directories, etc.).

Pine Technical College departmental websites

Departmental websites must be established through a partnership between the Marketing Director and a departmental employee.

Departmental sites will retain "the look" and "the feel" of the root web to maintain consistency among all PTC media. Departmental sites will be included in any root web redesign process.

Departmental sites must not duplicate authoritative information located on the root web.

Only the college webmaster or his/her designee may update information contained on departmental websites.

Once established, the responsible employee can work directly with the college webmaster to maintain the content of the site.

Pine Technical College partner agency sites

The Marketing Director must approve partner agency sites prior to establishing the site.

The partner agency is responsible for all content.

The college webmaster and the Marketing Director retain the right to monitor and remove any content from partner agency websites under the following situations:

1. The content is in violation of policy, procedure, and/or statute.
2. The content requires maintenance, and the responsible agency does not respond to notification sent via e-mail to the contact identified on the web site.
3. The agency no longer maintains a partnership with Pine Technical College.

Partner agency websites must not duplicate authoritative information located on the root web.

Pine Technical College Intranet

Individual authors are responsible for specific site content as designated by the college Chief Information Officer.

Individual authors must not modify information posted by others without approval of the designated content owner or being designated as the content owner by the college Chief Information Officer.

The college Chief Information Officer and his/her designee retain the right to modify all Intranet content as necessary.

The Intranet site is maintained for internal use only. Intranet site content will not be available via unauthenticated public access.

Portions of the Intranet site may be developed based on specific technologies implemented within the campus computing environment. Systems not capable of meeting the requirements outlined in this policy may be exempt from compliance at the discretion of the Chief information Officer.

The Intranet site must not duplicate authoritative information located on the root web.

Social Media

It is understood that many, varied and diverse functional units of PTC may establish and maintain numerous social media accounts. Social media are online tools used for communication, marketing, promotion, and social interaction and include, but are not limited to: Facebook, Twitter, LinkedIn, YouTube, Flickr, etc.

Legal Guidelines regarding Social Media Accounts

Social media account managers shall not post confidential information about PTC students, employees, or alumni. Laws such as the Family Educational Rights and Privacy Act of 1974 (FERPA) are in full effect.

Social media account managers shall not post content or allow others to post content that is offensive including, but not limited to content that diminishes others based on race, color, creed, sex, age, religion, marital status, sexual orientation, national origin, mental or physical disability.

Social media account managers shall respect the intellectual property rights of others. Using copyrighted material in its entirety, without permission, is a violation of federal law. Comment and criticism are among the exceptions to federal copyright enshrined in the Fair Use Doctrine.

Expectations regarding Social Media Accounts

Laws, ethics, and behavior expectations that govern professional life apply equally when posting content on behalf of any of PTC's functional units.

PTC is responsible for content posted by administrators, staff members, faculty members, and students posting on behalf of student organizations. Social media account managers should assume all content are within the public domain and may be re-published and discussed in all forms of media.

There is no voice on PTC social media; there is only an institutional voice. Personal perspectives are best aired on personal social media sites managed during off-hours.

Responsibilities: As defined in the procedure above. In addition, faculty and staff are responsible for upholding the acceptable use conditions as outlined in Policy 708.

Dissemination: All Pine Technical College employees and other authorized providers of Pine Technical College World Wide Web content.

Revision: 2

Reviewed by Leadership Team: 7-2-12

Reviewed by Faculty Shared Governance: 5-2-12

Approved: _____ **Date:** 7-2-12

Robert L. Musgrove, Ph.D., President