

Website and Intranet Compliance Procedure

Section 1 - Background and Purpose

- (1) The University website is to be used only for University-related activities.
- (2) All content must:
 - a. be presented in an appropriate format for online delivery
 - b. receive an appropriate level of authorisation prior to publication
 - c. be regularly reviewed to ensure accuracy and currency
 - d. meet the University's high standards of quality assurance
 - e. be relevant to the intended audience
 - f. be presented in a user-friendly manner
 - g. comply with relevant state and federal legislation (including [Disability Discrimination Act 1992](#), [Copyright Act 1968](#) and the [Privacy and Data Protection Act 2014](#)) and should, as far as practicable, comply with international web publishing standards, including accessibility requirements as defined by WCAG2.0
- (3) Sites must not publish the personal information of staff, students or others without prior consent.
- (4) Failure to comply with established policy and procedures will be treated seriously and immediate action taken to rectify the situation.
- (5) Web pages that are found to be in breach of the La Trobe University [Website and Intranet Policy](#) or La Trobe University [Staff Intranet Operational Framework Policy](#) will be brought to the attention of the Site Owner and Site Publisher and a suitable course of action agreed.

Section 2 - Scope

- (6) Refer to:
 - a. [Website and Intranet Policy](#), and
 - b. [Staff Intranet Operational Framework Policy](#).

Section 3 - Policy Statement

- (7) Refer to:
 - a. [Website and Intranet Policy](#), and
 - b. [Staff Intranet Operational Framework Policy](#).

Section 4 - Procedures

Escalation - Stage 1

(8) For webpages on the La Trobe University's corporate website, the Site Owner and/or Site Publisher will be contacted by the Web Team Manager or the Manager, Strategy and Operating Channels in the first instance. The problem will be identified and a solution suggested.

(9) For intranet pages, the Manager, Internal Communications will contact the Site Owner and/or Site Publisher.

(10) For externally hosted digital channels, the Manager, Strategy and Operating Channels or Director, Digital Marketing and Customer Engagement will contact the Site Owner and/or Site Publisher.

Escalation - Stage 2

(11) If the requested action is not taken within an agreed upon time-frame, the Manager, Internal Communications or Director, Digital Marketing and Customer Engagement will contact the relevant line manager.

Escalation - Stage 3

Web pages

(12) If the requested action is still not taken for webpages on La Trobe University's corporate website, the Team Manager or Manager, Strategy and Operating Channels will inform the Director, Digital Marketing and Customer Engagement (and/or the Chief Marketing Officer, and/or the Chief Information Officer), who will again approach the College Provost or Head of Unit/Campus to escalate resolution of the issue.

Intranet

(13) If the requested action is still not taken for webpages on the staff intranet, the Manager, Internal Communications will inform the Chief Marketing Officer, and/or the Chief Information Officer, who will again approach the College Provost or Head of Unit/Campus to escalate resolution of the issue.

Externally hosted sites

(14) If the requested action is still not taken for externally hosted digital channels officially representing La Trobe University, the Manager, Strategy and Operating Channels will inform the Director, Digital Marketing and Customer Engagement (and/or the Chief Marketing Officer), who will again approach the College Provost or Head of Unit/Campus to escalate resolution of the issue.

Escalation - Stage 4

(15) If the suggested action is still not taken the page or sub-site in question will be removed from the University web server.

(16) If the suggested action is still not implemented on the externally hosted digital channel, contact will be made with the hosting company, and steps initiated to have the site taken down.

Escalation - Stage 5

(17) If deemed appropriate by the Chief Marketing Officer this action will be brought to the attention of the Chief Information Officer to take action under the [Use of Computer Facilities Statute](#).

Timeframe

(18) Depending on the severity of the breach, Site Owners will be required to comply with the requested action within an agreed timeframe, after which time the page may be removed from the web server.

(19) If it is not clear who the Site Owner is, the sub-site will be removed from the web server (and effectively, the website) until the appropriate person is identified.

(20) The University reserves the right to remove any sub-sites or pages where deemed necessary, and to remove any pages where information is not current and accurate.

(21) Where deemed necessary, the University also reserves the right to have removed any externally hosted digital channels that officially represent La Trobe University, and to remove any redundant information.

(22) In the event of a serious breach of University Statutes, Regulations, policy, procedure or relevant legislation, web pages may be removed without notice by authority of the Chief Information Officer.

Section 5 - Definitions

(23) For the purpose of this procedure:

- a. Digital channels: Electronic communications paths that use social media (e.g. Facebook, YouTube) as avenues for social interaction/ two-way, interactive dialogue.
- b. Externally hosted: A web site or channel that is not located within the La Trobe University network.
- c. Site Owner: The person responsible for the content and quality of the sub-site. The site owner (usually the Dean or head of department or functional head) may delegate web content and development tasks to a nominated representative (the site publisher).
- d. Site Publisher: The person who updates and maintains a webpage or collection of webpages.

Status and Details

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