Website Operational Framework Policy

Section 1 - Background and Purpose

(1) The promotion of the University as a leading Australian university, locally, nationally and internationally;

(2) The provision of high quality, accurate and up-to-date information about the University to its key external and internal audiences;

(3) The strategic objectives of the University, as outlined in the University's strategic plan.

(4) The University's statement of purpose and institutional values.

(5) The objectives of this policy are to:

a. define the intention and operational framework of La Trobe University's corporate public-facing website and for digital channels that officially represent the University;
b. enable sound decision-making and planning processes for website re-development;
c. set quality standards for publication on the University's website and digital channels;
d. provide clear lines of responsibility for ownership and maintenance of webpages and digital channels;
e. limit the legal liability of the University.

Section 2 - Scope

(6) Applies to:

a. All colleges, schools, departments, divisional units and external partners e.g. Navitas / API
b. All campuses
c. All materials published on any public-facing University web server that uses the domain name 'latrobe.edu.au' or '.latrobe'. This includes any third party materials that may be hosted on any University web server. This excludes the staff intranet and learning management system for which separate policies apply.
d. All materials hosted on third party sites / social media channels that officially represent La Trobe University.
e. All site owners and content publishers must comply with this Policy and associated procedures. This includes all staff and students, and contractors who are authorised to publish to the University website and digital channels.

Section 3 - Policy Statement

(7) La Trobe University's website and its digital channels provide high quality, accurate and engaging information to prospective and current students, staff, the community and our key external audiences about all aspects of the University. The reputation of La Trobe University is influenced by the information published on its website and digital channels. Consequently, online content requires clear ownership, astute crafting and strategic management.

(8) Site owners (usually the College Pro Vice-Chancellor or head of department or functional head) are accountable for the content and quality of sites for which they are responsible.

(9) Content hosted on the website and digital channels must comply with: relevant La Trobe University policy, relevant State and Commonwealth legislation; and should, as far as practicable, comply with international web publishing standards, including accessibility requirements; and the guidelines and advice provided in the University's Web Guide.

Section 4 - Procedures

(10) Refer to:

    a. [Website Operational Procedure](#)
    b. [Social Media Procedure](#)
    c. [Website and Intranet Compliance Procedure](#)

Section 5 - Definitions

(11) For the purpose of this Policy:

    a. Digital channels: Online communication points through which the creation, sharing, and/or exchange of information and ideas occurs via virtual communities / networks (e.g. Facebook, YouTube, blogs).

    b. Domain name: Domain names are hostnames that identify web sites.

    c. External web server: A web server that is not located within the La Trobe University network.

    d. La Trobe University homepage: The homepage is the front page of the University website and is located at www.latrobe.edu.au

    e. La Trobe University website (or "corporate website"): Any webpage that uses the domain 'latrobe.edu.au' (or .'latrobe') is considered to be part of La Trobe University's corporate website. This does not include sites that are hosted by La Trobe on behalf of external clients (e.g. La Trobe University Credit Union).

    f. Mobile applications: Mobile applications (apps) are pieces of software developed for handheld devices such as smart phones, tablets and personal digital assistants.

    g. Public-facing: Content intended for external, non-La Trobe audiences.

    h. Site owner: The person responsible for the content and quality of the sub-site. The site owner (usually the College Pro Vice-Chancellor or head of department or functional head) may delegate web content and development tasks to a nominated representative (the site / content publisher).

    i. Content publisher: The person who updates and maintains content on webpages or digital channels.

    j. Social media: The term 'social media' broadly describes technologies that underpin the creation and exchange of user-generated content. Typified by sites such as Facebook, Twitter, LinkedIn et al, social media enables people to share information and resources.

    k. Sub-site: A sub-site is a collection of webpages that make up a subsidiary site of the La Trobe University website (e.g. the Study sub-site, college, campus or business unit sub-sites).

Section 6 - Stakeholders

Responsibility for implementation – Vice-Chancellor; Deputy Vice-Chancellor (Academic); Chief Marketing Officer, Director, Digital Marketing and Customer Engagement; Chief Information Officer; Manager, Business Systems, Site Owners; Content Publishers.

Responsibility for monitoring implementation and compliance – Web Advisory Committee; and Manager, Strategy and

Operating Channels.

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