

# 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/Chisholm Institute
  - b. All campuses
  - c. All materials published on any public-facing University web server that uses the domain name 'latrobe.edu.au' or '.latrobe' and other domains owned by the University. 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 sub-site owners and CMS editors 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, alumni, 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) Sub-site owners (usually the College Provost or head of department or functional head) are accountable for the content and quality of sites and channels for which they are responsible.

(9) Content hosted on University 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. CMS editor: The person who updates and maintains content on webpages or digital channels.
- b. 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).
- c. Domain name: Domain names are hostnames that identify web sites(e.g www.latrobe.edu.au)
- d. External web server: A web server that is not located within the La Trobe University network.
- e. La Trobe University homepage: The homepage is the front page of the University website and is located at www.latrobe.edu.au
- f. 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.
- g. Mobile applications: A mobile application (app) is a piece of software developed for a mobile device such as smart phone, tablet or wearable (watch/glasses).
- h. Public-facing: Webpages and content intended for consumption by external, non-La Trobe audiences.
- i. Social media: The term 'social media' broadly describes platforms that support the creation and exchange of user-generated content. Typified by sites such as Facebook, Twitter, LinkedIn et al, social media enables people to share (produce and consume) information and resources.
- j. 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 with Us', college, campus or business unit sub-sites).
- k. Sub-site owner: The person responsible for the content and quality of the sub-site. The site owner (usually the College Provost or head of department or functional head) may delegate web content and development tasks to a nominated representative (the site/CMS editor).

## Section 6 - Stakeholders

Responsibility for implementation – Vice-Chancellor; Vice-President (Strategy and Development); Chief Marketing Officer, Director, Digital Marketing and Customer Engagement; Chief Information Officer; Senior Director, Marketing Operations; Sub-site Owners; CMS editors.

Responsibility for monitoring implementation and compliance – Web-Advisory Committee; and Manager, Strategy and Operating Channels; Senior Manager, Application Services.

## Status and Details

<b>Status</b>	Current
<b>Effective Date</b>	27th September 2017
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