

Web Content Management Procedure

Version 3 – 1 April 2024

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Purpose

This procedure describes how web content published on the University of Tasmania domain is managed, including website architecture, requirements for content, maintenance, and archiving.

Applicable governance instruments

Instrument	Section	Principles
<i>Communications and Brand Policy</i>	All	All
<i>Data and Information Governance Policy</i>	1 Privacy 4 Data and information management	1.1 – 1.7 4.1 – 4.4
<i>Brand Guide for Web Content</i>	All	All
<i>Web Accessibility National Transition Strategy</i>	All	All
<i>Disability Discrimination Act (1992)</i>	All	All

Procedure

1 Introduction

- 1.1 Web content plays a key role in the University’s digital communication strategy for course offerings, brand, messaging, and communications. The way in which the University’s web content is structured and communicated, impacts on how readily content can be searched across multiple search engines, and how accessible that content is for a wide range of users.

For the purposes of this procedure, web content includes written text, images, video and markup (HTML & CSS) on University web sites and pages.

- 1.2 This procedure applies to all web sites, web pages, and web content that appears under the utas.edu.au domain and sub-domains.

Definitions and acronyms can be found at: <https://www.utas.edu.au/policy/policy-definitions>

Related policy and procedures can be found at: <https://www.utas.edu.au/policy>

- 1.3 The objectives of this procedure are to ensure that:
- a) The creation and management of web sites and pages across the organisation is consistently and centrally managed.
 - b) the information architecture of the web content supports a curated and streamlined user journey
 - c) users are connected with the information they are seeking.
 - d) content is highly engaging and consistent with the University's brand messaging
 - e) all University web content complies with the Web Content Accessibility Guidelines (WCAG 2.0)
- 1.4 This procedure implements the principles of the University's [Communications and Brand Policy](#). Further information is provided in the [Brand Guide for Web Content](#) available at brand.utas.edu.au.

2 Web architecture

The University's web architecture (including web addressing and hosting) is the responsibility of the Office of Marketing. It is structured to provide clear and concise information, in a way that assists the user to navigate along their web journey. It is managed by Marketing to ensure consistent and clear wayfinding for digital users.

2.1 Web addresses

- 2.1.1 The University operates one Domain Name Server (DNS) service only for business purposes. This service is managed by IT Services. All University web content must be published on the University domain (www.utas.edu.au).
- 2.1.2 Web addresses under the University domain must be hosted within the University network (IP address range) and are assigned and managed by the Marketing team.
- 2.1.3 In limited circumstances, the Chief Marketing Officer may approve the operation of a web address outside of the University domain (see section 2.2).
- 2.1.4 Web addresses for University services must be formally requested via the [Service Desk portal](#) and approved by Marketing. The request must include a detailed justification for the new web address (such as non utas.edu.au addresses). Web addresses must not be used or advertised prior to formal approval being given.
- 2.1.5 The following general principles apply to the assigning and management of web addresses:
 - a) Web addresses must be unique (not assigned to another party) and must support the University reputation and brand.
 - b) Web addresses must be meaningful (for example by reflecting the general area or University service to which it is assigned, e.g. www.utas.edu.au/research).
 - c) Web addresses should not reference the organisational structure of University, as this may change.
 - d) Web addresses should use consistent names or abbreviations where possible (for example using CODES instead of the long form Centre for Ore Deposit and Earth Sciences) Where abbreviations are used, aliases or redirects from long form addresses will be implemented.

- e) Web addresses for sites related to recruitment and marketing must be assigned at an organisational level (such as www.utas.edu.au/open-day) and are not available to an individual school or college.
- f) Unused, or apparently unused, web addresses may be withdrawn or reallocated by the Marketing team. Marketing will endeavour to locate the organisational unit that was originally assigned the web address before withdrawal or reallocation.
- g) Where a web address is changed, permanent redirections (a 301 HTTP status code meaning that a URL has been permanently changed) are required to ensure external search engines can find the new site.

2.2 Web hosting

- 2.2.1 Domain names other than of the form 'www.utas.edu.au' *may* be hosted within the University IP address range, with the prior approval of the Marketing team. Once approved, registration and hosting are managed by IT Services.
- 2.2.2 An organisational unit of the University seeking for the University to host a site must make a request in writing to the Marketing team outlining the reasons for hosting (such as requiring a unique identity for a strategic initiative). Marketing has the discretion to approve or disallow the request.
- 2.2.3 Third-party websites for not-for-profit organisations such as those with an affiliation with the University, may be hosted on University web servers. A hosting and service agreement will be negotiated by Marketing team on a case-by-case basis and coordinated with IT Services, and may incur a hosting fee.
- 2.2.4 Third-party websites with a non-University commercial purpose or domain names containing .com or .com.au will not be hosted within the network.
- 2.2.5 Hosted sites must comply with the web content requirements of section 3 of this Procedure and any applicable hosting and service agreement.
- 2.2.6 Websites that are hosted externally may only contain official University content with the written permission of the relevant University site authoriser and must not duplicate content of a University website hosted internally.

3 Web content

- 3.1 Web content must be published and managed using the University's approved Content Management system (currently Squiz Matrix). In limited circumstances other platforms may be used with the approval of the Chief Marketing Officer (for example WordPress for blogs).
- 3.2 All web content published on University sites and pages must comply with the following requirements:
 - a) Content must be relevant to University business purposes including University teaching, learning and research, or University functions such as administration, community engagement, marketing and communication.
 - b) Content must comply with the University's [*Communications and Brand Policy*](#), and the [*Data and Information Governance Policy*](#).
 - c) All content must meet the requirements detailed in the University's [*Brand Guide for Web Content*](#) including requirements relating to the design of pages and use of the University logo.

- d) As mandated by the Australian Government, all content must meet the accessibility requirements of the [Web Content Accessibility Guidelines \(Version 2\) \(WCAG 2.0\)](#) to ensure equitable access to web content by people with disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.
 - e) Any material that is subject to copyright must only be used with the consent of the copyright owner.
- 3.3 Staff with responsibility for the content of a web page relating to their business area, are also responsible for ensuring its accuracy and that the content is current and up to date. They will receive support from Marketing to action any required updates. The Office of Marketing will have ultimate oversight of all websites and pages to conduct content audits, correct discrepancies, and ensure best practice.

4 Website and web page retention

- 4.1 In accordance with the *Archives Act 1983 (Tas)*, certain types of information on University websites must be captured and stored in the University record management system as required by the *Information Management Procedure*. The University's record management system is managed by the Information Management Unit.
- 4.2 Where there is a requirement to keep records, the information that must be captured includes:
- a) significant versions/variations in content, including previous versions or iterations.
 - b) information describing the difference between significant versions.
 - c) information that is evidence of business transactions.
- 4.3 University web servers, standard server backup regimes and content management systems are not to be used as recordkeeping systems. Further advice is available from the [Information Management intranet website](#).
- 4.4 Any websites or pages that breach the requirements of this Procedure, or other related University policies and procedures may be removed or blocked by either the Office of Marketing or IT Services, depending on the specific nature of the breach.

Related procedures

Information Management Procedure

Versions

Versions of this procedure and the details of their approval are as per the following table:

Version	Action	Approved by	Business Owner/s	Approval Date
Version 1	Approved	Vice President Strategy, Finance & Marketing	Chief Marketing Officer	30 March 2022
Version 2	Approved	Vice President Strategy, Finance & Marketing	Chief Marketing Officer	2 April 2023
Version 3	Approved	Deputy Vice-Chancellor, Student Services and Operations	Chief Marketing Officer	1 April 2024

* Currency of procedures is confirmed annually. For the details of when this procedure was last confirmed as current, visit the [version history page](#).