

Websites Policy

ADHERENCE TO UK GUIDELINES

All CI-affiliated websites are required to adhere to all applicable UK guidelines regarding style, branding, accessibility, hosting and security.

RESPONSIBILITY FOR WEB PRESENCE

CI does not have an employee whose main duty is to oversee its web presence. Instead, a CI Web team, made up primarily of representatives from CI Marketing Communications (CI MarComms) and CI Technology Services (CITS), is attempting to handle this responsibility in partnership with the units. See below for a general breakdown of these duties:

CI MarComms

This group provides guidance and oversight of all content and structure. They also facilitate unit web representative trainings, manage the CI Directory, update the college-level newsfeed, spotlights and calendar and make edits to college-level webpages.

CITS

This group supports and maintains the server infrastructure required to host all CI-related websites. They also control permissions, accounts and overall access to the content management system for all College and unit websites.

Unit Web Representatives

These individuals manage content for their respective unit(s). They are selected by the unit supervisor and must be trained by the CI Web team before gaining access to make web updates.

Once a unit web representative is trained, they will have access to an online training manual which should be the first point of reference for any web-related questions. If the manual does not have the information they are looking for, the unit web representative should fill out a *CI MarComms Project Request Form* available at <https://ci.uky.edu/marcomms/request>. On the *Marketing Needs* section of the form, select *Other* then list your question(s) under *Project Description*.

The following units have representatives:

- Department of Communication – <https://ci.uky.edu/comm>
- Department of Integrated Strategic Communication – <https://ci.uky.edu/isc>
- Graduate Program in Communication – <https://ci.uky.edu/grad>
- Institute for Rural Journalism – <https://ci.uky.edu/irj>
- Intercollegiate Debate – <https://ci.uky.edu/debate>
- Research – <https://ci.uky.edu/research>
- School of Information Science – <https://ci.uky.edu/sis>
- School of Journalism and Media – <https://ci.uky.edu/jam>
- Student Success and Advising – <https://ci.uky.edu/students/student-success-and-advising>

WEBPAGE CREATION

- To preserve structure and consistency across sites, any request for a new CI-affiliated website or page must be approved by the CI Web team.
- Requests should be made by a unit web representative no later than ten business days before the date the page is needed.
- To request a CI-affiliated website or page, a unit web representative must complete the *CI MarComms Project Request Form* available at <https://ci.uky.edu/marcomms/request>. On the *Marketing Needs* section of the form, please select the *New Unit Webpage* option.

- A member of the CI Web team will follow up with the unit web representative after the request is reviewed. If the request is approved, a link to the new website or page will be provided. If the request is denied, the CI Web team will explain the reasoning behind the decision and work with the unit web representative on how to accommodate the request.

CONTENT MANAGEMENT

- Responsibility for content management depends on the location of the page.
- Any page that is in the path of the units listed in the *Responsibility for Web Presence – Unit Web Representatives* section of this document is the responsibility of a unit web representative to manage. The method for requesting assistance from a unit web representative is determined by the unit supervisor.
- All other pages are the responsibility of CI MarComms. To request changes to a website or page managed by CI MarComms, please complete the *CI MarComms Project Request Form* available at <https://ci.uky.edu/marcomms/request>. On the *Marketing Needs* section of the form, please select the *Edit on the main CI college website* option.

WEBPAGE DELETION

Requests for webpage deletion should be directed from a unit web representative via email to the CI Web team at ciwebmanager@uky.edu. A member of the CI Web team will follow up after the request is reviewed. If the request is approved, confirmation of the webpage deletion will be provided via email. If the request is denied, the CI Web team will explain the reasoning behind the decision and work with the unit web representative on how to accommodate the request.

ISSUE ACCESSING A WEBPAGE

Any issues encountered while trying to access a webpage should be directed to CITS by submitting a ticket via the *CITS Online Support Center* available at <https://ci.uky.edu/support>. For the *Help Topic*, please select the *Web Page or Site* option, and then provide all applicable information.

FOR MORE INFORMATION

If you have any questions or need more information, please use the email addresses below according to your needs:

- CI Web team – ciwebmanager@uky.edu
- CI MarComms – cimarcomms@uky.edu
- CITS – cits@uky.edu