

LOYOLA MARYMOUNT UNIVERSITY
POLICIES AND PROCEDURES

DIVISION: Marketing and Communications
Ben Sullivan, Associate Director of Digital Solutions

SUBJECT: Web and New Media Resources

Page 1 of 3

Policy Number: MC007

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I. STATEMENT OF POLICY

Loyola Marymount University utilizes World Wide Web technologies to disseminate, communicate, publish, and share information with off-campus audiences and the on-campus community. The university recognizes that the web is its primary medium of mass communication and a powerful tool for education, research, recruitment, community service and the efficient operation of the university. Therefore, this policy establishes guidelines for the general use of web resources and the responsibilities and limitations associated with that use.

II. DEFINITIONS

- A. The university's official web presence, located at <http://www.lmu.edu>, is owned and administered by the university and contains a consistent, clearly identifiable set of web pages. The university's web services, portals, and other web gateways are centrally organized at this top-level web presence. From time to time, the university may create and revise certain standards for the design, structure, and organization of these websites.
- B. The university's web resources include all websites that are sponsored and maintained by university divisions and departments; student, faculty, or staff organizations. This includes all content, digital assets and other intellectual properties contained on LMU.edu and external online entities (social media, virtual and/or interactive tools and others) published in the name of the university or any of its units. Although these units and organizations may maintain their own web content, they are responsible for adhering to web policies and other applicable university policies and local, state, and federal laws. Web authors are responsible for the information placed on their websites

III. POLICIES/PROCEDURES

- A. **Appropriate Use:** LMU provides access to web resources for the conduct of university business. Incidental personal use of web resources is permitted as long as it is consistent with law and university policies and does not:
1. Directly or indirectly interfere with university operations.
 2. Burden the university with additional cost.
- B. **Appropriate Content:** Since the web is a communications channel and not every web page is regularly monitored by the university, it is the responsibility of the web author and the hosting department to ensure that the information they publish is current, accurate and in conformity with university rules and policies. In addition, the information must be directly related to that unit's university function. In order to prevent the unnecessary duplication of information and inconsistency, web authors are required to link or reference syndicated data elements to ensure that original sources of information are utilized rather than recreating it on their website.
- C. **Advertising:** Except as otherwise expressly noted, advertising by external agencies is not permitted on university web pages. University web pages are not to be used to promote or execute commercial or for-profit endeavors. In addition, using university web resources for personal financial gain is not permitted.
- D. It is acceptable for university web pages to market, advertise, and promote university services and products. It is also acceptable and appropriate for a department to acknowledge external sponsorships by properly publishing text and/or trademarks of the sponsoring organization. However, the text and/or trademark of the sponsoring organization must be directly related to a collaboration, project, or service provided by the university. The posting of a trademark or other logo that promotes an unrelated product or service is not permitted.
- E. **Digital Content Management:** The university supports and maintains a centralized enterprise Web content management system (CMS) to ensure security, consistency, reliability and availability. All university units are required to utilize the CMS for all online activities unless the Office of Marketing and Communications determines that a lack of functionality exists or other extenuating circumstances require that alternate solutions are necessary to address a specific business operating need.
- F. **External Web Publishing, Mobile Applications, and Social Media:** With the proliferation of software-as-a-service Web tools, mobile applications and social media outlets, the delineation of Web activity hosted on the university's official Web presence (lmu.edu) and/or an externally hosted Web site is not self-evident. For the purposes of university policy, all content, digital assets and/or other forms of digital external publication presented on behalf of the university and/or any of its programs or units is subject to this, the university's Web and other policies. All online accounts and/or Web presences established by university units require prior

registration and/or creation by the Office of Marketing and Communications. Although external Web tools may vary in utility, style, audience and/or presentation, authors are held to the same standards of consistency, accuracy, appropriateness and visual identity considerations as they would if the content was published on LMU.edu. As new media opportunities emerge and/or evolve, departments are required to consult and/or coordinate with the Office of Marketing and Communications prior to establishing a university presence. The university may pursue, limit and/or delay consideration for a new media presence until a strategic decision is considered and approved.

REVIEWED/APPROVED BY THE UNIVERSITY POLICY COMMITTEE – N/A. Grandfathered