



Standard Title	World Wide Web Publishing Standard
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Responsible Office	Office of the Vice President of Information Technology and Chief Information Officer
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## **1. Standards for All World Wide Web Content:**

1.1 Web content must be kept accurate, up-to-date, and conform to editorial standards including spelling, grammar, style, etc. Likewise, each unit that creates a home page must assign a faculty or staff member to update content as appropriate.

1.2 Kennesaw State University will observe the same copyright rules for its Web content that it does for printed materials. Content may not be published without demonstrated permission of the artist or author.

1.3 Content must not violate applicable export laws and regulations; must not constitute a copyright or trademark infringement; and must not otherwise violate any local, state, or federal laws.

1.4 Content must not be such that it offends the average person, applying contemporary community standards, such as pornography.

1.5 Content must be in compliance with all appropriate Kennesaw State University campus policies and procedures. Special attention should be paid to the section detailing what a user may and may not do with their user account or another's user account. The application of this standard and applicable policy to the World Wide Web will allow immediate termination of any resource that makes excessive use (defined as a volume of traffic constituting a system denial-of-service attack) of network bandwidth without authorization.

1.6 No content shall make available any information about the systems providing publishing capabilities, including, but not limited to: lists of e-mail addresses, security information, and personal information about users on the system, other than the author, without the express permission of that user.

1.7 The preferred name for the University is "Kennesaw State University."

1.8 Authors or originators using trademarked materials must have express permission of the person(s) or organization(s) who own the trademark(s) prior to their use.

1.9 Authors or originators using photos and images may need the permission of not only the person or organization who owns the photo, but also from any individuals or persons included in the image.

1.10 Any use of other copyrighted material must have the express written permission of the person or organization that owns the copyright. The University reserves the right to require proof of such written permission and to remove the material if that proof cannot be produced.

1.11 All Official University Pages and Unofficial University Pages hosted on [www.kennesaw.edu](http://www.kennesaw.edu) must meet the Americans with Disabilities Act (ADA) standards through LIFT text transcoding.

## **2. Official University Pages - The following are in addition to the Standards for all WWW Pages:**

2.1 Standards for All Official (Home and Ancillary) Pages:\*

2.1.1 University Information Technology Services in cooperation with the Office of Strategic Communications and Marketing will designate all Official Home Pages.

2.1.2 In order to ensure a degree of continuity, maintain a consistent image, and increase usage of content published by KSU, the rights are reserved to monitor and review the Official University Pages for the University's schools, departments, and all major divisions. The Office of Strategic Communications and Marketing should approve photographs not taken by the Kennesaw State photographers prior to publication.

2.1.3 Student Organizations may create web content that must be approved by the Administrative Coordinator of Registered Student Organizations. This content must be linked to an appropriate web page managed by the Office of Student Activities. The University sponsor of each organization should periodically review the content of the student organization's web page. Student organization pages are considered ancillary pages and will be published on a space available basis.

2.2 Additional Standards for Official Home Pages:\*

These standards are in addition to Section 2.1 of Appendix B. The Office of Strategic Communications and Marketing will provide preferred "templates" combining appropriate style, graphics and icons to be used on official pages so that the institution maintains a visually cohesive image. Strategic Communications and Marketing will maintain a complete list of the responsible developers and work closely with each to ensure that information is accurate and timely.

2.2.1 Official Home Pages must have at least one link back to the Kennesaw State University Home Page.

2.2.2 Official Home Pages must contain a readily apparent generic e-mail contact address or link to the appropriate address of the author or other person responsible for placing information on the Web.

2.2.3 Official Home Pages representing an administrative unit must have the approval of the unit head. Once the content is completed, the Office of Strategic Communications and Marketing must be contacted for editing and suggested design modifications. When both parties agree upon such changes, the content may be added to the server in the appropriate category area. (If the Office of Strategic Communications and Marketing and the unit cannot agree on the recommended changes, the issue should be submitted to the Information Technology Advisory Committee for resolution.)

### **3. Unofficial "Courtesy" University Pages - The following are in addition to Section 1. Standards for All WWW Pages:**

3.1 The e-mail address or a readily apparent link back to the appropriate address of the author or other person responsible for publishing content on the World Wide Web shall be displayed on each page.

3.2 Any content discovered in violation of the Policies and/or Standards shall be subject to immediate removal from the Network, including but not limited to, the possible removal of the individual account from the system.

3.3 The use of official University graphics, including, but not limited to, logos, seals, or other identifying marks is prohibited on unofficial pages.

3.4. Student pages should not be directly linked from official University web pages. Individual departments may elect to provide an index of student pages if the following disclaimer appears prior to the index: "The information contained on student web pages represents the opinions, values and viewpoint of the student and not necessarily that of KSU. The student takes full responsibility for the information presented."

### **4. Resources through University Information Technology Services at Kennesaw State University will provide the following resources for electronic publishing via the World Wide Web:**

4.1 University Information Technology Services will provide the ability for faculty to publish content on the World Wide Web. The content of these pages must comply with the above standards and must be contained in each user's home directory in the OmniUpdate Faculty Web system. University Information Technology Services will provide this resource to faculty on a server that complies with production level maintenance and security.

4.2 University Information Technology Services will provide the ability for students to publish content on the World Wide Web. The content of these pages must comply with the above standards and must be contained in each group's designated

directory in the OwlLife system. University Information Technology Services will provide this resource on a server that complies with production level maintenance and security.

4.3 University Information Technology Services will provide a system on which "Official University Pages" and the main Kennesaw State University Home Page will be hosted. Furthermore, this system will provide hosting space for colleges, schools, and departments. As a University critical system, this machine will comply with production level maintenance and security procedures.

**Exceptions:**

Request any exception to this standard via a service ticket to the KSU Service Desk at <https://service.kennesaw.edu>

**Review Schedule:**

The World Wide Web Publishing Standard will be reviewed annually by the Office of the Vice President of Information Technology and Chief Information Officer or his/her designee.