

WEB CONTENT

I. Policy Section

15.0 Information Technology

II. Policy Subsection

15.3 Web Content Policy

III. Policy Statement

An increasingly digital society has required GRCC to evolve its strategies and systems for managing web content. To maintain web content that meets the needs of faculty, staff and students, community members and vendors, GRCC web editors must have a best practice standard. The Web Content Policy outlines the best practice standards expected of all content published on the college's website, and social media accounts. Web editors should use these principles as their guide when creating and maintaining web content.

IV. Reason for the Policy

The Web Content Policy was created to provide clear direction to faculty, staff and students who maintain GRCC webpages, or social media accounts, on how to create and maintain acceptable web content that also meets the federal requirements as outlined by the Americans with Disabilities Act – Sections 503 and 508.

V. Entities Affected by this Policy

GRCC faculty, staff and students whose supervisor has requested they be granted access as web editors in the college's website content management system, or who have been granted access to manage the college's social media accounts.

VI. Who Should Read this Policy

GRCC faculty, staff and students whose supervisor has requested they be granted access as web editors in the college's website content management system, or social media accounts, as well as the general GRCC community of faculty, staff and students.

VII. Related Documents

- A. College Documents (contracts, guidelines, etc.)
 - 1. GRCC Acceptable Use of Technology Policy
 - 2. GRCC Web Accessibility Policy
 - 3. GRCC Audiovisual Captioning Policy
 - 4. GRCC Copyright Policy
 - 5. GRCC Use of College Name, Seal and Emblem/Logo

- B. Other Documents (laws, regulations, guidelines)
 - 1. [GRCC Editorial Style Guide](#)
 - 2. [GRCC Identity Center](#)

VIII. Contacts

Policy Owner: Director of Communications
Promotions Manager
Web Content Specialist

IX. Definitions

Content Management System: The technology platform on which the college's website is hosted and maintained. The current content management system is Drupal.

Editorial Style Guide: A complement to the *Associated Press Stylebook* which outlines the correct usage of grammar and punctuation, as well as department, building and program names, pertaining to GRCC's campus in web and marketing materials.

Identity Center: Online resource that outlines the college's visual identity, including, but not limited to, logos, letterhead, photos and video, PowerPoint templates, and website banners.

Social Media: Accounts include, but are not limited to, Facebook, Google+, Instagram, Snapchat, Twitter, and YouTube.

Web Content: Information (e.g. documents, forms, photography, text, video) pertaining to the day-to-day business operations of GRCC that is provided on the web (grcc.edu), or shared on social media.

Web Editor: GRCC faculty, staff and students whose supervisor has requested they be granted access to maintain GRCC webpages via the college's website content management system, or who have been granted access to manage the college's social media accounts.

X. Procedures

A. GRCC Webpages

1. Faculty, staff and students whose supervisor has requested they be granted access as web editors in the college's website content management system must participate in training before access is granted. Training will be provided by the Communications and Information Technology departments through Human Resources Staff Development.
2. Web editors must participate in ongoing training as organized and outlined by the Information Technology and Communications departments when there are updates to the website content management system that affect web editor tools or resources. Training will be provided by the Communications and Information Technology departments through Human Resources Staff Development.
3. When creating web content, web editors must adhere to *Associated Press Style* and the grammatical standards outlined in the Editorial Style Guide. Web content should be clear, concise, skimmable and written in a second-person point of view. It should engage the reader in a professional, yet conversational tone, while providing useful information, or help the reader complete a task.
4. When creating web content, web editors must adhere to the Web Accessibility Policy.
5. Web editors who do not follow the best practice standards as outlined in this policy may have their web editor access rights revoked until they participate in additional training to ensure they understand and are able to implement these standards when creating web content.

B. Social Media

1. Official GRCC social media accounts – including but not limited to Facebook, Google+, Instagram, Snapchat and Twitter – are managed by the Communications Department. The official GRCC YouTube account is managed by the Media Technology Department.
2. GRCC departments, or campus groups, that create social media accounts must assign a faculty or staff member to regularly maintain the account. These accounts will be liked by and linked to GRCC's official social media accounts.

3. Regular social media account maintenance includes, but is not limited to, posting or sharing information relevant to the focus of the account as often as possible. Lack of regular maintenance may mean a department or group's account is not liked by or linked to the GRCC official social media accounts.

C. Exceptions

1. Exceptions to this policy include any web content (e.g. documents, forms, logos, text) that is required by federal or state law to be published on grcc.edu.

XI. Forms

XII. Effective Date

February, 2017

XIII. Policy History

New Policy - February, 2017

XIV. Next Review/Revision Date

February, 2019