

WEB & DIGITAL CONTENT

I. Policy Section

15.0 Information Technology

II. Policy Subsection

15.3 Web and Digital Content Policy

III. Policy Statement

Any unit, division, department, office, institute, center, committee, group, or individual that manages or wishes to manage a College Web Property should follow the practices outlined in this policy.

IV. Reason for the Policy

The Web and Digital Content Policy (Policy 15.3) was created to provide clear direction to faculty, staff and students who maintain Grand Rapids Community College (GRCC) webpages, social media accounts and any web property affiliated with the College on how to create and maintain an online web presence that meets federal accessibility requirements as outlined by the GRCC Web Accessibility Policy (Policy 15.2), as well as branding and quality standards put forth by the Communications and Web & Digital Strategy departments.

This policy also aims to address problems with social media accounts that are started and abandoned, or have ceased to be updated because of lost passwords. Such problems leave outdated, inaccurate and misbranded information on the social media platforms, damaging the College's reputation and hindering recruitment and enrollment efforts.

V. Entities Affected by this Policy

All students, employees, College guests and visitors of any College Web Property, including but not limited to grcc.edu and college-affiliated social media accounts.

VI. Who Should Read this Policy

GRCC faculty, staff, students or any individual who manages or wishes to manage a College Web Property.

VII. Related Documents

- A. GRCC Acceptable Use of Technology Policy (Policy 6.18)
- B. GRCC Web Accessibility Policy (Policy 15.2)

- C. GRCC Audiovisual Captioning Policy (Policy 3.8)
- D. GRCC Copyright Policy (Policy 3.0)
- E. GRCC Use of College Name, Seal and Emblem/Logo Policy (Policy 9.5)
- F. GRCC Personally Identifiable Information Policy (Policy 15.1)
- G. GRCC Data Governance Policy (Policy 3.10)
- H. GRCC Privacy and Access to Student Records (FERPA) Policy (Policy 8.6)
- I. GRCC Emergency Communication Policy (Policy 14.17)
- J. GRCC Clery Act Compliance Policy (Policy 14.20)
- K. Applicable WCAG Guidelines

VIII. Contacts

Policy Owner: Associate Director of Web Content and Digital Strategy
 Executive Director of Marketing and Communications
 Associate Director of Web Content and Digital Strategy
 Vice President for College Advancement
 Chief Information Officer
 Social Media Coordinator

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.

Digital Signs: The equipment, software license(s) and content that comprise the electronic monitors throughout campus, excluding any departmental signage.

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, Instagram, Snapchat, Twitter, TikTok, LinkedIn, and YouTube.

Web Content: Information (i.e. documents, forms, photography, text and video) that is published or created on behalf of any GRCC or GRCC-affiliated web property, including but not limited to grcc.edu or any social media platform.

Web Editor: GRCC employees who are permitted access to edit or maintain GRCC web pages via the College's website content management system.

Web Property: Any online account, entity and/or communication channel whose

identity is associated with Grand Rapids Community College, including but not limited to websites, web applications and social media.

IX. Procedures

A. GRCC Webpages

1. Employees whose supervisors have requested they be granted access to edit grcc.edu must participate in training before access is granted, and then as requested by the Web and Digital Strategy Department, in an effort to ensure the accessibility, branding, quality and timeliness of web content. Training will be provided by the Web & Digital Strategy Department.
2. College departments are encouraged to maintain the branding, quality and timeliness of their web pages by contacting the Web and Digital Strategy Department for web content updates, development and support; however, department supervisors may identify a primary and, if needed, secondary web editor to edit web content on behalf of the department. Departments that require more than two (2) web editors may be asked to provide a rationale in their request to the Associate Director of Web Content and Digital Strategy.
3. Web editors who do not log in after nine (9) months will lose editor status due to inactivity and a lapse of practice in applied accessibility and branding standards obtained during training. They will have the option to retrain and resume web editor access at the request of their supervisor.
4. All web content will be reviewed by the Web and Digital Strategy department for accessibility, branding and quality prior to being published to the website. The Web and Digital Strategy department may make adjustments as needed to meet best practice standards.
5. 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 and skimmable. It should engage the reader in a professional, yet conversational tone, whether it intends to simply inform or to help the reader complete a task.
6. When creating web content, web editors must adhere to the Web Accessibility Policy.
7. Web editors who do not follow the best practice or training standards as outlined in this policy will 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 include, but are not limited to YouTube, Facebook, TikTok, LinkedIn, Instagram, SnapChat and Twitter, and are managed by the Marketing and Communications Department.
2. To preserve and promote the College's brand and reputation and ensure a consistent voice online, faculty and staff requests for a social media account to represent a GRCC entity must be approved by the entity's executive budget control officer and the GRCC Marketing and Communications Department prior to creation. Student organizations may create accounts with proper authorization from the Marketing and Communications Department in conjunction with the Center for Student Life & Leadership.
3. Unauthorized use of the GRCC name, logo, or trademarks is strictly prohibited.
4. Employees wishing to create a department, course, organization-specific social media account must complete the social media account request form on the Communications Department webpage and meet internal process requirements established by the Department of Marketing and Communications. The account request form must include the account's goals, target audience and strategy.
5. Each social media account will have at least two (2) account administrators assigned to maintain access to passwords and contact in the event of an emergency. For accounts maintained by student organizations, passwords and site administrator names must be shared with the Director of Student Life and Conduct, or their designee.
6. Social media accounts maintained by GRCC organizations and departments that are not student organizations will add the Social Media Coordinator as an administrator. The Marketing and Communications Department must be provided with the names of the designated site administrators and the passwords for each page and must be notified if any changes or additions occur in site administrators, to maintain access to passwords and emergency contacts.
7. Social media accounts must be updated regularly to remain active. Accounts must post as least one piece of original content every two weeks to be considered active. Original content is content that was created specifically for the social media platform; sharing another account's post does not constitute posting of original content.
8. Social media accounts representing a GRCC entity must complete monthly reporting and submit reports to the Marketing and

Communications Department. Reporting templates are provided by the Social Media Coordinator. Reports track posting frequency, reach, engagement and followers and are used to evaluate the effectiveness of social media accounts.

9. The Marketing and Communications Department is a resource to help to manage and keep track of accounts as well as promote GRCC-related content to wider audiences on the official accounts when appropriate. The Marketing and Communications Department assists with promotions, growth, and content management for all GRCC social media accounts. Content will only be removed from a social media account if it violates GRCC policies and/or poses an immediate risk to the College. Action will be taken after consulting with the executive budget control officer overseeing the department or organization owning the account.
10. The Marketing and Communications Department will conduct an annual review of all social media accounts to assess their effectiveness. The department will offer support and assistance when needed or requested. Accounts that are not updated regularly with appropriate content or those accounts that are not attracting followers will be considered for removal or being merged. Accounts that do not follow this Policy may be considered for deactivation.
11. Social media accounts that do not follow the guidelines documented in this policy may not be linked from any official GRCC web property, including the GRCC website.

C. Digital Signs

1. Schools, departments and/or units that request digital signs are responsible for securing funding relating to equipment, licenses and installation costs.
2. All new requests for digital sign technologies must be approved by the requesting department's executive budget control officer, Facilities, IT and the Web and Digital Strategy Department prior to installation.
3. All digital signs must use software approved by the Department of Marketing and Communications to ensure crisis communications may be published and displayed campus-wide.
4. Once equipment is approved by IT and prior to installation, content to be displayed on digital signs approved by and created in collaboration with the Department of Marketing and Communications in order to maintain branding, accessibility and other best practices.
5. New sign installation must be coordinated through IT in order to ensure consistency with new sign purchases, as well as technological and installation requirements.

6. All digital sign content requests must be submitted to the Web and Digital Strategy department at least three (3) weeks in advance of the requested publish date in order to ensure time for design and content creation.
7. All digital sign content requests will be reviewed by the Marketing and Communications Department prior to publishing. The Marketing and Communications Department may reject the request or edit the content to ensure readability and accessibility prior to publishing.

D. Additional Web Properties and Digital Content

1. To ensure security, quality, branding and federal accessibility compliance as outlined by the standards in this policy and the GRCC Web Accessibility Policy, any public web property or content affiliated with Grand Rapids Community College must be approved by the Marketing and Communications Department prior to being published or shared online.
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E. 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.

X. Forms

Social Media Account Request Form

XI. Effective Date

June, 2021

XII. Policy History

New Policy - February, 2017

Revised - May, 2021
Revised - October, 2024
Revised – February, 2024

XIII. Next Review/Revision Date

October, 2027