

## 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 was created to provide clear direction to faculty, staff and students who maintain 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, 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 Such problems leave outdated, inaccurate and misbranded information on the social media platforms, damaging the college's reputation and hindering recruitment and enrollment efforts.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. 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
  6. GRCC Personally Identifiable Information Policy
- B. Other Documents (laws, regulations, guidelines)
1. [GRCC Editorial Style Guide](#)
  2. [GRCC Identity Center](#)
  3. [Social Media Best Practices & Guidelines](#)

## VIII. Contacts

Policy Owners: Director of Communications and Director of Web & Digital Strategy  
Vice President for College Advancement  
Chief Information Officer

## 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.

**Digital Displays:** Electronic signs that display static content, such as menu boards.

**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, TikTok, LinkedIn, and YouTube.

**Web Content:** Information (e.g. documents, forms, photography, text, 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 whose supervisor has requested they be granted access to edit or maintain GRCC webpages 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.

X. Procedures

A. GRCC Webpages

1. Employees whose supervisor has requested they be granted access to edit grcc.edu must participate in training before access is granted, and on a yearly basis thereafter, 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 sustain the accessibility, branding, quality and timeliness of their web presence by relying on the Web and Digital Strategy Team 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 web editors will be asked to provide a rationale in their request to the Director of Web and Digital Strategy.
3. Web editors who do not log in after nine 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, 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.
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 – including but not limited to YouTube, Facebook, TikTok, LinkedIn, Instagram, SnapChat and Twitter – are managed by the 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 Communications Department prior to creation. Student organizations may create accounts with proper authorization from the Communications Department in conjunction with the Office of Student Life.
3. Unauthorized use of the GRCC name, logo, or trademarks is strictly prohibited.
4. Employees wishing to create a department-, course- or organization-specific social media account must submit a plan to the Director of Communications for maintaining the proposed social media page and ensuring its content is updated and passwords maintained. Social media accounts require regular, active participation to be effective. The plan should include the account's objectives, intended target audience, and an explanation of why the content requires its own account.
5. Each social media account will have at least two account administrators assigned in order to maintain access to passwords and contact in 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 communications director or their designee as an administrator. The 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. The 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 Communications Department is a resource to assist in 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 would be taken after consulting with the executive budget control officer overseeing the department or organization owning the account.
8. The Communications Department will conduct an annual review of all social media accounts to assess effectiveness. The department can offer support and assistance when needed or requested. Accounts that are not updated regularly with appropriate content or are attracting followers will be considered for removal or being merged.
9. 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 the funding of 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 Carousel software 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 must be coordinated, created and approved through GRCC Web and Digital Strategy team in order to maintain branding, accessibility and best practices.
5. New sign installation must be coordinated through IT in order to ensure consistent technological and installation requirements.
6. All digital sign content requests must be submitted to the Web and Digital Strategy department at least three weeks in advance to 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 Web and Digital Strategy department prior to publishing. The Web and Digital Strategy team may edit content to ensure readability and accessibility prior to publishing.
8. All digital signs will run for no less than one week, and no more than two, unless extenuating circumstances arise, which may be planned in collaboration with the Web and Digital Strategy team.

### 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 web property affiliated with Grand Rapids Community College must be approved by the Web and Digital Strategy and/or Communications departments prior to being published or shared online.
2. Any web property created on behalf of Grand Rapids Community College without the proper approval may be subject to removal at the discretion of the Web and Digital Strategy and/or Communications departments. The unit, division, department, office, institute, center, committee, group, or individual that created the account will be required to comply.
3. To ensure the security and ability to recover web properties and accounts, web properties may only be created using an official GRCC email account.

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 gcc.edu.

XI. Forms

[1. Social Media Account Request](#)

[2. Digital Sign Request](#)

XII. Effective Date

June, 2021

XIII. Policy History

New Policy - February, 2017

Revised - May, 2021

XIV. Next Review/Revision Date

May, 2023 or TBD, depending on need to address/include language on new LED signage when that is up and running