Web Content Policy

1. STRATEGIC PLAN THEME AND COMPLIANCE OBLIGATION SUPPORTED

Strategic Plan Theme: Sustainable Future

2. PURPOSE

To provide a framework for the planning, development and management of the University's web content and design to deliver a unified web presence that enhances user experience; drives sustainable revenue growth and supports Curtin's brand and vision as a recognised global leader in research, education and engagement.

3. POLICY STATEMENT

Accessibility

3.1 All web content contributors will take a risk-based approach in working to comply with the Web Content Accessibility Guidelines (WCAG 2.0), Level AA standards as a minimum requirement.

Compliance

3.2 Training and information outlining web content guidelines, adherence to the Curtin Brand and Values and any other relevant compliance requirements will be made available to web content contributors.

3.3 Violations of this or other related policies, procedures and guidelines will result in the removal of websites and content.

Audience

3.4 Content will be created with a focus on the needs of our audience and the University's core business of research, education and engagement.

Content

3.5 Authorisation will be given to web content contributors by the Platforms Manager, University Marketing, to edit segments of Curtin's web presence, create new content or amend existing content. The site and all sub-sites remain the property of the University.

3.6 Websites will be actively maintained and monitored with all content kept up-to-date. Where content on websites is no longer in use or has reached the end of its lifecycle then it will be directed to Curtin Information Management and Archives before being decommissioned.

Social Media Content

3.7 Web content contributors representing Curtin or promoting the activities of the University on social media platforms will refer to the Social Media Guidelines and adhere to the Code of Conduct.

Information Architecture (IA)

3.8 All content will align with the Information Architecture where appropriate.

Responsibilities

3.9 The Web Steering Committee (WSC) is responsible for the overall web presence of Curtin including governance, brand and strategic decisions and is a stakeholder for policies and procedures relevant to the Web Management Framework.

3.10 The Web Management Group (WMG) is responsible for monitoring operational compliance, proposing new developments and promoting cohesive activities throughout the Curtin web community.

3.11 The Director, Marketing Operations and Engagement chairs the Web Steering Committee and is responsible for:

a)   the University's web presence framework; and

b)   final determination of web content's compliance with this policy.

3.12   The Director Risk, Compliance & Audit is responsible for:

(a)   advising the Director, Marketing Operations and Engagement on appropriate action(s) in relation to non-compliant sites that contain compliance obligation related content (if all other avenues have been exhausted).

3.13   The Marketing Compliance Coordinator is responsible for:

a)   monitoring compliance of all Curtin University digital platforms on an ongoing basis;

b)   assisting the Curtin web community in the understanding of and compliance with web governance requirements at the University; and

c)   addressing any violations of compliance with web governance requirements.

4.   SCOPE OF POLICY

4.1.   This policy applies to:

4.1.1.   All members of the University community (which includes Council members, students, staff, University Associates, Curtin controlled entities, and all persons participating in University business or activities, including whether as a visitor, adjunct appointee, service provider, or contractor); and

4.1.2.   Any platform or other systems that publish content on the World Wide Web or Curtin's internal audiences (web pages, mobile device applications, web-based applications, social media accounts and all other web platforms) that provides content owned or managed by Curtin University.

4.2.   The policy does not apply to:

4.2.1.   Digital content (websites, applications, other) that form part of coursework not intended for wider public access or consumption; and

4.2.2.   Curtin University affiliated sites such as those owned by student groups or sites that have the authority to use the Curtin University logo but are not administered officially by Curtin University.

5.   DEFINITIONS
(Note: Commonly defined terms are located in the *Curtin Common Definitions*. Any defined terms below are specific to this document)

Accessible
The University's Web Management Framework will be aligned to compliance obligations, the University's Disability Access and Inclusion Plan (DAIP), and will be based on the principles contained within the Web Content Accessibility Guidelines (WCAG), as developed by the World Wide Web Consortium (W3C).

Information Architecture (IA)
Information Architecture (IA) focuses on organising, structuring, and labeling content in an effective and sustainable way. The goal is to help users find relevant information and complete tasks. The user-centric IA heirarchy that frames the curtin.edu.au domain consists of five key mainstays; current students (internal/external); staff (internal/external); central site which is future student focus.

Digital Platform
The technology used for publishing web-based digital content, including web content management systems, social media platforms and applications accessible via the internet.

User Experience
Refers to the emotions and attitudes a user experiences when interacting with a specific digital platform.

Web
Also known as the World Wide Web is a way of accessing information over the internet.

Web "content"
Refers to the information on a web page or web application, including

- natural information such as text, images, forms, and sounds

- code or markup that defines structure, presentation, etc.

Web content contributors
Refers to Curtin staff who are authorised to publish content (text, video and imagery) via the Curtin website, social media channels or e-direct mail.

6. SUPPORTING PROCEDURES

Nil

7. RELATED DOCUMENTS/LINKS

Privacy Statement
Code of Conduct
Competition and Consumer Act 2010
Copyright Act 1968
Compliance Policy
Curtin University Disability Access and Inclusion Plan
Disability Discrimination Act 1992
Education Services for Overseas Students (ESOS) Act 2000
Freedom of Information Act 1982
Higher Education Support Act 2003
State Records Act 2000
Tertiary Education Quality Standards Agency (TEQSA) Acts and standards
W3C Web Content Accessibility Guidelines (WCAG)
Brand Communications Policy
Brand Use Procedures
Digital Publishing Procedures
Information Security Classification Policy
Information Management Policy
Archives Act 1983
Social Media Guidelines

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Policy Manager	Chief Strategy Officer
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REVISION HISTORY

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