12-06-00 Web Publishing Policy

PURPOSE

The College website exists as the most important communication, marketing, community engagement, and recruitment tool. Therefore, the website should maintain and build upon the projected image of the College through the highest level of excellence in engagement, education, and workforce development. This policy facilitates usability and consistency and promotes a cohesive online brand throughout the College website that correlates directly with other communication and visual representation methods.

DEFINITIONS

- **Domain.** Domain names recognized as associated with the College (.edu or campaign-related websites).
- **College Server.** For the purposes of this policy, "College Server" refers to a computer system or a network of computer systems either owned, maintained, contracted with, or operated by the College for purposes of housing official College websites as approved by the CMO.
- **College Website.** For the purpose of this policy, a website/webpage is any publicly accessible digital content delivered on behalf of the College. It does not include administrative enterprise applications such as Banner or D2L or faculty pages meant to provide resources for a specific class.
- **College-affiliated Web Pages.** Websites developed, maintained, or hosted by entities other than the College but referenced or used to conduct official business or to represent the official voice of the College.
- **Webmaster/Web Content Manager/Web Content Collaborator.** Any employee given express written permission to create or edit content on behalf of the College on a website.

Definitions included in the overarching Marketing and Communications Policy (9.01.00.00) apply.

POLICY/GUIDELINE

I. **General Web Publishing**
    A. College website, including text, images, video, and other content, must follow local, state, and federal laws, including accessibility requirements and other applicable marketing, communication, branding, and information technology policies and procedures.
    B. All websites representing the College must be approved, authorized, established, and maintained by the Associate Vice President of Communications and Marketing (AVPCM)

or designee(s). Webpages should serve a clear purpose related to the College's mission and goals.

      1. College should document appropriate procedures for units, programs, and initiatives in local policy or guidelines for website creation, including requesting web content managers.

      2. Access to and/or passwords for the website are limited to designated communications/marketing staff members and others only as authorized by the AVPCM. A minimum of three people should have access to college websites.

C. The College website is the property of the College; thus, web content managers and collaborators must relinquish all rights and access to the accounts upon employment separation for any reason.

D. Web content managers must be full-time employees of the College or vendors with fully executed contracts with the College as approved by purchasing and the AVPCM.

E. The College website must follow the TBR Publications Policy 9.01.02.00 in reporting the website as publications.

II. Brand and Content

A. College websites should reside on a College server and under the College domain.

B. Any website or online form should be delivered via secure (SSL/TLS) connection.

C. College websites should follow all College brand and editorial standards as set by the CMO.

D. The College website should be accessible and reviewed regularly for accessibility.

E. Website content should be regularly reviewed by web content managers and other College staff to ensure compliance to maintain accuracy and relevancy.

F. All College website content must follow local, state, and federal laws regarding truth in advertising and other consumer protection laws.

G. The College website must have at least one link to the college nondiscrimination/EEO statements, privacy statement, TBR, and other applicable rules and regulations for accreditation.

H. Website content should be accurate, timely, and be consistent with the College brand and editorial guidelines.

I. The College website must comply with any applicable College branding policies and standards as defined in TBR Policy 9.01.01.00, Branding and Trademarks.

J. Due to relevancy, temporary, ad hoc, or expired webpages should be deleted or archived promptly.

K. Direct or indirect, implied, or inferred institutional endorsement for a commercial third-party by the College is prohibited.

III. **Privacy and Data Collection**

    A. The website should follow applicable local, state, and federal data privacy laws, as well as privacy policies in place at TBR.

IV. **Exemptions and Exceptions**

    A. Exemptions and exceptions outlined in the overarching TBR Marketing and Communications Policy (9.01.00.00) apply.

SOURCES

- T.C.A. § 49-8-203
- TBR Marketing and Communications Policy 9.01.00.00
- TBR Web Publishing Policy 0.01.05.00

Approved by NSCC Cabinet 10/14/24