Web Content Management Guidelines  
Faculty of Medicine, Nursing and Health Sciences  

Executive Summary  

Faculty Executive Meeting - December 2014  

Background  

Lacking a dedicated process to follow for web content management can potentially expose the University to various risks including damage to the Flinders University’s brand and reputation, reduction in prospective student interest and legal e.g. copyright infringement, errors, omissions or misrepresentation of information and  

To mitigate this risk, and improve processes associated with the management of online content for staff, the Business Development Unit (BDU) has developed web content management guidelines for the Faculty of Medicine, Nursing and Health Sciences. See attachment 1.  

Clarification of roles and responsibilities  

To optimise and leverage resources currently available within the Faculty and three schools, the BDU has identified key personnel who will assume the following roles and responsibilities within local area;  

1. **Role: Content Owner**  
Main responsibility: overseeing the accuracy and quality of content prior to it being published and maintaining the currency of web content.  
NOTE: Content owners do not require access or training relating to the content management system.  

2. **Role: Content Editor**  
Main responsibility: editing content however cannot publish directly to the Flinders University web site.  

3. **Role: Content Publisher**  
Main responsibility: publishing content to the live Flinders University site once approved by the content owner.  

The expectation expressed in the guidelines is that:  

- **Major web requests** will be submitted and managed by the BDU web content coordinator.  
- **Minor web requests** will be completed by key personal at the local level.
By identifying content owners, editors and publishers, processes will be optimised, and accountability, consistency and quality will increase, resulting in an overall improvement to Faculty and school web pages. A full analysis of the current situation and the ‘gaps’ is given as Attachment 2.

The BDU will work collaboratively with the Faculty and three schools to provide guidance in relation to the coordination and management of online content.

Faculty and school personnel will submit to the BDU substantial changes done to existing pages, which will be reviewed each month. Audits, checklists and workshops will also be established to provide support to staff.

Recommendations

1) It is recommended the Faculty and three schools within the Faculty adopt and implement the Web Content Management Guidelines, endorsed by the Website Advisory Committee, 4th September 2014.

2) That all areas in the Faculty and School represented by a web page presence act on (with the support of the BDU) the need to clearly identify the owner/editor/publisher roles pertinent to each webpage.

TS  
BDU Manager  
FMNHS  

November 2014
Web Content Management Guidelines:  
Faculty of Medicine, Nursing and Health Sciences

Faculty Support Group: Business Development Unit
Head: Tom Symonds, Business Development Manager
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Responsible Officer: Sam Le Gallou, Web Content Coordinator
Effective Date: 18 December 2014
Current Version: 6 March 2015
Definitions

The following definitions apply throughout these guidelines:

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>accessibility</td>
<td>The degree to which the website caters to as many people as possible, including people with disabilities.</td>
</tr>
<tr>
<td>content owner</td>
<td>The content owner is responsible for overseeing the accuracy and quality of content prior to it being published. This person does not need to have training or administrator rights within the CMS.</td>
</tr>
<tr>
<td>content publisher</td>
<td>The content publisher is responsible for publishing content to the live Flinders University site once it has been approved by the content owner. On some occasions, the content publisher and content owner may be the same person.</td>
</tr>
<tr>
<td>content editor</td>
<td>A content editor is able to edit content but cannot publish directly to the Flinders University website. Edited pages may be published by a content publisher.</td>
</tr>
<tr>
<td>CMS</td>
<td>The content management system (CMS) allows users to create, edit and manage online content, including html pages, documents and images on the Flinders University website.</td>
</tr>
<tr>
<td>Digital Presence</td>
<td>Digital Presence Services (formerly Online Communications) is responsible for overseeing and providing support for Flinders University's digital presence. Refer to flinders.edu.au/digital-presence for more information on website planning, writing style guidelines and page and content templates and designs.</td>
</tr>
<tr>
<td>web content coordinator</td>
<td>The person in the BDU responsible for creating and advising on website content.</td>
</tr>
<tr>
<td>communications and public relations coordinator</td>
<td>The person/s that manage the overall Faculty’s web presence and approves major changes to the website/s.</td>
</tr>
<tr>
<td>information architecture</td>
<td>The structure of a website, including the organisation and labelling of content to support usability.</td>
</tr>
<tr>
<td>staff portal</td>
<td>The internal staff website for the Faculty of Medicine, Nursing and Health Sciences which houses all staff information previously located on the Faculty and School’s webpages.</td>
</tr>
<tr>
<td>site section</td>
<td>A page or subordinate site sitting underneath a parent/main site e.g. About us &gt; Structure &gt; Committees…”Committees” is a level 3 section. There may be multiple pages within a section.</td>
</tr>
<tr>
<td>URL</td>
<td>Uniform resource locator – the unique address that identifies a page on the website. (e.g the URL for the Faculty homepage is <a href="http://www.flinders.edu.au/mnhs/mnhs_home.cfm">http://www.flinders.edu.au/mnhs/mnhs_home.cfm</a>)</td>
</tr>
<tr>
<td>BDU</td>
<td>The Faculty of Medicine, Nursing and Health Sciences Business Development Unit.</td>
</tr>
<tr>
<td>usability</td>
<td>The extent to which users can use and interact with the website efficiently and effectively to achieve their goal.</td>
</tr>
<tr>
<td>website</td>
<td>Faculty of Medicine, Nursing and Health Sciences public website including the three School websites.</td>
</tr>
</tbody>
</table>
1. **Purpose**

These guidelines have been developed to govern online content within the Faculty of Medicine, Nursing and Health Sciences, the School of Medicine, the School of Nursing and Midwifery and the School of Health Sciences. These guidelines aim to:

- Define the roles and responsibilities of all groups involved in online content management.
- Establish best practice in content management and usability principles.
- Create processes for the review, maintenance and development of online content.

2. **Guidelines**

These Web Content Management Guidelines provide a framework for web management within the Faculty that is specific to Faculty resources and web structure. They have been developed through a Faculty Website Advisory Committee whose membership includes the University’s Head of Digital Presence. This has ensured these guidelines work within the wider University web management framework. Faculty requests and issues relating to wider University website matters and standards will still be referred to Digital Presence Services.

The communications and public relations coordinators work with the web content coordinator and local content owners, publishers and editors to manage the development and maintenance of content on the Faculty of Medicine, Nursing and Health Sciences website and School websites, to ensure information is current and adds value for users.

The scope of these guidelines includes:

- The responsibilities of content owners, publishers, editors and BDU marketing staff.
- Editorial guidelines for online content.
- Content management procedures.

3. **Responsibilities**

3.1 **Communications and public relations coordinator**

The three communications and public relations coordinators will assume overall responsibility for the direction and design of the Faculty and three Schools websites and take on the following duties:

- Aid in determining the priorities for each School’s website and the Faculty website in line with the Faculty Communications and Marketing plan in consultation with School and Faculty Executive Committees.
- Develop multimedia and branding assets for the website including but not limited to videos and imagery.
- Develop content and web presences for strategic initiatives and projects (e.g. SAHMRI).
- Investigate and integrate social media and digital media assets which will enhance the Faculty website presence.
- Advise on web trends and implement web guidelines and policies.
- Represent the Faculty in University forums regarding digital media, online marketing and communications.
- Provide guidance to the web content coordinator on strategic developments and major changes.
3.2 Web content coordinator

The web content coordinator will assume responsibility for the day to day management of the Faculty and three Schools websites and take on the following duties:

- Provide training and advice to content editors and publishers.
- Develop and implement guidelines and design templates within the CMS for content editors and publishers.
- Manage web requests that come through the Faculty web request form in a timely manner.
- Develop new designs, online forms, pages, sections, content and navigation architecture for the Faculty and three School website’s including the staff portal.
- Conduct regular web analytics reports to provide feedback on website traffic and trends to inform Faculty web decisions.
- Manage the list of active Faculty CMS users including content owners, publishers and editors.
- Where appropriate, represent the Faculty in University forums regarding web content, CMS, digital media, online marketing and communications.

3.3 Content owners

- Content owners are responsible for ensuring oversight of accuracy and quality of information displayed on the website for their area.
- Web content will be sent to the content owner to be approved for publication prior to being made available online by the content publisher.
- Content owners will typically be the heads of each department/area. A head of department may nominate an alternative content owner (typically the content publisher) to act on their behalf.
- Content owners are not required to complete CMS training to perform their role.

3.4 Content publishers

- Content publishers are responsible for creating and maintaining content relevant to their assigned discipline/area of responsibility.
- Content publishers for identified areas will be nominated by the head of each discipline/area in consultation with the communications and public relations coordinators and/or web content coordinator.
- Each area/discipline is required to nominate at least one (but recommended maximum of two) content publishers for their web site/page.
- All content publishers must complete Flinders University CMS training prior to being granted access to the system and will be expected to participate in annual web professional development workshops conducted by the BDU.
- Content publishers will submit all changes to their applicable content owner prior to publishing content live on the Flinders University website. A content publisher may be nominated by a senior member of a department to also act as a content owner.
- Content publishers will submit a monthly summary of substantial web updates (e.g. when more than 50% of a page has been altered) via email to their local communications and public relations coordinator on the last working day of each month.
3.5 Content editors

- Content editors are responsible for making updates to information and content relevant to their assigned discipline/area of responsibility.
- Content editors for identified areas will be nominated by the head of each discipline/area in consultation with the communications and public relations coordinators and/or web content coordinator.
- Each area/discipline is required to nominate at least one (but recommended maximum of two) content editors for their web site/page.
- All content editors must complete Flinders University CMS training prior to being granted access to the system and will be expected to participate in annual web professional development workshops conducted by the BDU.
- Content editors cannot publish content directly to the Flinders University website. Changes made by editors must be actioned by content publishers.

4. Creating and maintaining content

Content editors and publishers use the content management system to create and update basic level content and have the following responsibilities:

- Ensure content is suitable for publication and information has been approved by the content owner within the discipline/area.
- Ensure content complies with templates provided by the Business Development Unit and the Flinders University Web Style guide and writing for the web conventions.
- Ensure material has been cleared for copyright and legality, where necessary.
- When making major changes or creating a new page, submit their request through the web content coordinator for assistance, advice and approval.
- Maintain content in a timely manner, as needed and as per Appendix A: Content review checklist.
- Advise the web content coordinator of materials and pages requiring archiving or deletion.

5. Editorial guidelines and standards

5.1 Content criteria

The criteria below have been established to ensure that content on the Faculty of Medicine, Nursing and Health Sciences website and School’s websites continues to be relevant and appropriate for the medium and the audience.

All new content which is deemed significant (e.g. a new page or section) must be approved by the web content coordinator, and where applicable, referred to the communication and public relations coordinator for approval.

5.1.1 Public facing website

Website content must align with at least one of the following criteria before it will be approved and published:

- Minimum information provision– for example, About us, information, service information, contact details.
- Delivers a key message to an identified target audience e.g. prospective students, industry collaborators.
- Provides a benefit – for example, an FAQ page which reduces staff time required to answer student enquiries.
5.1.2 Staff portal

Information published on the staff portal must align with at least one of these criteria before it will be approved and published:

• Delivers a key message to staff.
• Makes key information available to staff – for example, policy documents and organizational structures.
• Increases efficiency or productivity – for example common forms and procedures.
• Supports internal communications and collaboration.

5.2 Style guide compliance

Content must comply with the standards set out in the Flinders University Web style guide. Content must also comply with templates provided by the BDU and strategic direction as advised by the BDU at content meetings where applicable.

5.3 Homepage content

Requests for material to appear on the homepage of the Faculty website, School’s websites or staff portal should be directed to the web content coordinator.

Content will only be considered for placement on the homepage if it:

• Is aligned with the overall website direction.
• Is relevant to either the majority of users or an important target audience.
• Focuses on the user.
• Addresses an immediate need to communicate information to users

5.4 Adding or moving a section or landing page

Requests for a new section or page of the website or staff portal or for sections at this level to be moved in the navigation, must be directed to the web content coordinator. Requests will only be considered if adding or moving the section/landing page:

• Is of demonstrated benefit to users – for example, improving the accessibility of information.
• Is aligned to organisational priorities.

If adding or moving content at this level affects any other content, the owner/s of that content must be consulted. Usability testing may also be required, to ensure that the proposed change is of benefit to users.

5.5 Publishing images

Images will only be published on the website if they:

• Are optimised for the web
• Are relevant, compelling and add value
• Comply with accessibility standards
• Do not infringe copyright.

Content publishers and editors without image editing software can use an online editing program such as pixlr.com
5.6 Linking to external websites or existing Flinders webpages

It is best practice to provide links to external websites or information already existing in other areas of the Flinders University website to avoid duplication of information, and to provide access to the most accurate source of information. All links to external websites must open in a new window/tab.

5.7 External websites and social media

Definition: The following are examples of an external web presence:

- A website created outside of the Flinders CMS
- Social media (i.e. YouTube, Twitter, Facebook, external blogs etc).

Discussion about an external web presence should first be directed to the Web Content Coordinator.

- An external website must obtain formal pre-approval from the Faculty Executive through the Business Development Unit.
- Any social media presence requires pre-approval from the relevant Communications and Public Relations Coordinator.

The creation of external or externally hosted websites outside of the Flinders CMS is discouraged and may pose significant risk to the University including branding, security and technical issues that may cause the site to become difficult to manage.

The University does not have resources to create external websites nor provide ongoing training or technical support to such websites.

If an inherent need for an external website is required the website owner must:

- Demonstrate why available University resources are insufficient for the project.
- Provide evidence of initial and ongoing funding for the entire life of the website (including but not limited to: annual hosting/domain costs, staff training, external IT support)

6. Procedures

6.1 Content workflow

**New web request:** Design changes, new pages, navigational changes and new page functionalities will be submitted to the web content coordinator using the online web form: [http://www.flinders.edu.au/mnhs/staff/web-update-form.cfm](http://www.flinders.edu.au/mnhs/staff/web-update-form.cfm). Where appropriate, the web content coordinator will assign jobs to local content editors and publishers.
**Existing web request:** Content updates will occur at a local level. Updates including changes to page information, text, broken links, replacing documents and forms should be submitted directly to the content editor or publisher. Where appropriate, a local content publisher or editor may escalate the request to the web content coordinator using the online web form: [http://www.flinders.edu.au/mnhs/staff/web-update-form.cfm](http://www.flinders.edu.au/mnhs/staff/web-update-form.cfm).

6.1.1 Content publishers must ensure that their details are accurately displayed on pages they administer so they can be contacted by staff.

6.1.2 The web content coordinator will maintain a list of staff editors and publishers responsible for each content area, which will be made available on the staff portal.
6.2 Content review and maintenance

Content publishers must undertake a regular review process to ensure that website and staff portal content is kept up to date, accurate, and relevant. Content publishers will submit monthly email summaries of major content changes (more than 50% content change to a page) to their local communications and public relations coordinator.

Content which is not maintained by the publisher in line with the content review process (refer to Appendix A: Content review checklist) may be removed from the site and archived and an editor or publishers access to the CMS revoked.

6.2.1 Archiving content

Material that is no longer relevant or has been superseded should be archived. Requests to archive pages must be made to the web content coordinator. Based on the information provided and future needs for the information, the page will be archived in one of the following ways:

- Deactivated and deleted from the CMS
- Deactivated and kept as an inactive page in the CMS
- Removed from the navigation and search menu but made available via a direct URL.

7. Feedback

7.1 Feedback about policy and processes

Feedback on any of the processes involved in becoming a content owner, publisher or editor or conducting a review should be directed to the web content coordinator.

7.2 Technical feedback

Technical feedback such as broken links, pages not loading or formatted incorrectly should be directed to the content editor or publisher in the first instance. The content editor or publisher will then escalate the request to the web content coordinator when required.

7.3 Feedback about content

Feedback about specific content on the staff portal or website should be directed to the content editor or publisher in the first instance or the web content coordinator if the content editor or publisher is unknown.

8. References

- W3C Web Content Accessibility guidelines (available at http://www.w3.org/)
## Appendix A: Content review checklist

This should be used in conjunction with the content review calendar (appendix b).

<table>
<thead>
<tr>
<th>Content review checklist – content publishers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Currency</strong></td>
</tr>
<tr>
<td>- Is the content up to date?</td>
</tr>
<tr>
<td>- Is there more information that should now be included?</td>
</tr>
<tr>
<td>- Does the content still provide information that people have a use for? (If not, archive.)</td>
</tr>
<tr>
<td><strong>Archival information</strong></td>
</tr>
<tr>
<td>- If content is no longer needed, submit a web request form entry saying <strong>why</strong> it should be archived.</td>
</tr>
<tr>
<td><strong>Text</strong></td>
</tr>
<tr>
<td>- Are all facts, dates and other details accurate?</td>
</tr>
<tr>
<td>- Are there spelling or grammatical errors?</td>
</tr>
<tr>
<td>- Are headings and bulleted lists used to break up long blocks of text?</td>
</tr>
<tr>
<td>- Has the content been copied and pasted as plain text and not directly into the editor from Microsoft Word?</td>
</tr>
<tr>
<td>- Are acronyms spelt out the first time they are used?</td>
</tr>
<tr>
<td>- Is contact information up to date and correct?</td>
</tr>
<tr>
<td>- How can I present or format the information so that only minor updates may be required in the future?</td>
</tr>
<tr>
<td><strong>Links</strong></td>
</tr>
<tr>
<td>- Do all links work, and go to the expected pages/sites?</td>
</tr>
<tr>
<td>- For links to pages within the same School or Faculty – are they created as ‘This Site’ links rather than ‘Web Location’ links?</td>
</tr>
<tr>
<td>- Does link text describe where the link is going? (i.e., do not write ‘Click here for more information’)</td>
</tr>
<tr>
<td>- Do all links to external websites open in a new window or tab?</td>
</tr>
<tr>
<td><strong>Images</strong></td>
</tr>
<tr>
<td>- Do all images have appropriate alternate (alt) text?</td>
</tr>
<tr>
<td>- Are all images appropriately edited to ensure the color balance, cropping etc. is consistent (i.e. Staff headshot photos all the same size and proportion)</td>
</tr>
<tr>
<td><strong>Download lists</strong></td>
</tr>
<tr>
<td>- Is the most recent version of all documents used?</td>
</tr>
<tr>
<td>- Does the description/title of each document still make sense?</td>
</tr>
<tr>
<td>- Are all downloadable files displaying in the correct format (i.e. a document showing its file type and file size)? i.e. Document1 (PDF 35KB)</td>
</tr>
<tr>
<td><strong>Metadata</strong></td>
</tr>
<tr>
<td>- Are keywords used in the heading, description and keywords fields?</td>
</tr>
<tr>
<td>- Is my content compatible with a mobile device? (There are websites where you can test how your webpage looks on different mobile devices e.g. <a href="http://mobiletest.me/">http://mobiletest.me/</a>)</td>
</tr>
</tbody>
</table>
Appendix B: Content review calendar

Depending on the kind of content you maintain, you may choose to use the checklist to complete additional content audits which you will not be required to submit to the BDU.

You will be required to submit a completed checklist for your area at the following times on an annual basis to the BDU – dates to be confirmed.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date in 2015</th>
<th>Checklist Due in 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start of year</td>
<td>tbc</td>
<td>tbc</td>
</tr>
<tr>
<td>Open days</td>
<td>August TBC</td>
<td>August TBC</td>
</tr>
</tbody>
</table>