

**UNIVERSITY OF CENTRAL ARKANSAS
BOARD POLICY**

Policy

Number: 411

Subject: Website Use

Date Adopted: 10/98 Revised: 02/08, 08/13, 10/14

The University of Central Arkansas website (uca.edu) is the official electronic voice of the university.

General Guidelines:

- Use of the site should not violate federal or state law;
- Use of the site should not violate copyright law;
- The site should not be used for commercial activities;
- The site should not be used to distribute unsolicited advertising; and
- The site should not be used to post obscene, sexually-explicit images or remarks that are defamatory, threatening, harassing, abusive, hateful, intimidating or embarrassing to others.

This list is not comprehensive and is subject to change.

Copyright & Style:

A majority of graphics, images and text, and all UCA-related logos, seals and word-marks are protected by trademark or copyright. They may not be reproduced in any electronic or written medium without the prior written consent of UCA. For information on UCA's Graphic Standards and Style Guide, Website Style Guide, Social Media Guidelines or Licensing, please refer to uca.edu/go/guide.

Websites:

An official website is one that communicates official information about the services, requirements, or curriculum of UCA, or one of its programs or offices and is maintained for that purpose by an academic department or administrative office. Official website content (text and images) is developed by each individual department. Once official websites are developed, they are reviewed and approved by the Web Development Office before being linked to UCA's website and are subsequently monitored for compliance.

Top-level websites are maintained by the Web Development Office.

A non-official website is any site that does not fall under the definition of an official website. Examples of non-official websites are personal home pages and the pages of student organizations. UCA reserves the right to remove non-official links in which content does not comply with the General Guidelines.

Websites should be well organized, clear and up-to-date. Content must be reviewed regularly to ensure continued accuracy. A regular review by the website authors is the best method to ensure timeliness and accuracy. However, the director of web development will perform periodic audits and if necessary, correct, update, modify and /or remove content.

Website authors must ensure that required copyright and trademark permissions have been obtained prior to posting copied material. Without due care and attention, copyright and trademark rights can be violated by simply “borrowing” or copying content from other sources. Violations can lead to severe penalties, which fall on both the user publishing the content and the institution hosting the material.

Links to Non-UCA Websites:

UCA assumes no responsibility for content on non-UCA sites. Website authors should consider that such links, even when clearly labeled, may be misinterpreted as being associated with the university. Users with links to pages in which they have a monetary interest should be aware of the risk of being in violation of policies regarding advertising and commercial use.

Violations of This Policy:

A Website Task Force will be composed of the chief of staff; the associate vice president for communications, public relations, and marketing; the university’s legal counsel; and one representative from each of the following: the faculty, the Division of Advancement, and the Division of Student Services. The task force will be convened by the director of web development when necessary to review webpages and/or links to determine whether they meet these guidelines and comply with applicable policies. If the task force determines that content is not appropriate or violates policies, it may correct, update, modify and/or remove the content. The content provider will be notified and may appeal, in writing, to the Website Task Force.