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Office of the CIO

Information Security Office

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## **World Wide Web Publishing Standard**

**Issue Date:** January 1, 2011

**Effective Date:** November 29, 2016

### **KSU World Wide Web Publishing Standard**

#### **1. Standards for All World Wide Web Content**

1.1 Web content must be kept accurate, up-to-date, and conform to editorial standards including spelling, grammar, style, etc.

Each unit which creates a home page must assign a faculty or staff member to update content as appropriate.

1.2 Kennesaw State will observe the same copyright rules for its Web content that it does for printed materials. Content may not be published without demonstrated permission of the artist or author.

1.3 Content must not violate applicable export laws and regulations; must not constitute a copyright or trademark infringement; and must not otherwise violate any local, state, or federal laws.

1.4 Content must not be such that it offends the average person, applying contemporary community standards, such as pornography.

1.5 Content must be in compliance with all appropriate Kennesaw State University campus policies and procedures. Special attention should be paid to the section detailing what a user may and may not do with their user account or another's user account. The application of this standard and applicable policy to the World Wide Web will allow immediate termination of any resource that makes excessive use (defined as a volume of traffic constituting a system denial-of-service attack) of network bandwidth without authorization.

1.6 No content shall make available any information about the systems providing publishing capabilities, including, but not limited to lists of e-mail addresses, security

information, and personal information about users on the system, other than the author, without the express permission of that user.

1.7 The preferred name for the University is "Kennesaw State University."

1.8 Authors or originators using trademarked materials must have express permission of the person(s) or organization(s) who own the trademark(s) prior to their use.

1.9 Authors or originators using photos and images may need the permission of not only the person or organization who owns the photo, but also from any individuals or persons included in the image.

1.10 Any use of other copyrighted material must have the express written permission of the person or organization that owns the copyright. The University reserves the right to require proof of such written permission and to remove the material if that proof cannot be produced.

1.11 All Official University Pages and Unofficial University Pages hosted on [www.kennesaw.edu](http://www.kennesaw.edu) must meet American Disability Act standards through LIFT text transcoding.

1.12 All content must be audited for potential security vulnerabilities annually. The Information Security Office will coordinate these scans with the respective server administrator(s) in such a way as to minimize any potential web service interruptions. Identified vulnerabilities must be corrected, or exempted by the Vice President for Operations/CIO.

## **2. Official University Pages**

The following are in addition to the Standards for all WWW Pages.

### **2.1 Standards for All Official (Home and Ancillary) Pages**

2.1.1 University Information Technology Services in cooperation with University Relations will designate all Official Home Pages.

2.1.2 In order to ensure a degree of continuity, maintain a consistent image, and increase usage of content published by Kennesaw State, the right is reserved to monitor and review the Official University Pages for the University's schools, departments, and all major divisions. Photographs other than those taken by the Kennesaw State photographers should be approved by University Relations before publication.

2.1.3 Official University Pages must show the date a document was last modified.

2.1.4 In the absence of extensive legislation or court decisions regarding the Internet, Kennesaw State will incorporate a brief disclaimer at the bottom of any official page that links to any content other than another official University content noting that: "This web page, and others that portray the University's WWW logo with approved links to this page are officially sanctioned by Kennesaw State University. All other linked pages are the responsibility of the respective authors."

2.1.5 Student Organizations may create web content which must be approved by the Administrative Coordinator of Registered Student Organizations and University Relations. This content must be linked to an appropriate web page managed by the Student Life Center. The University sponsor of each organization should periodically review the content of the student organization's web page. Student organization pages are considered ancillary pages and will be published on a space available basis.

## 2.2 Additional Standards for Official Home Pages

These standards are in addition to Section 2.1 of Appendix B. The Office of University Relations will provide preferred "templates" combining appropriate style, graphics and icons to be used on official pages so that the institution maintains a visually cohesive image. University Relations will maintain a complete list of the responsible developers and work closely with each to ensure that information is accurate and timely.

2.2.1 Official Home Pages must have at least one link back to the Kennesaw State University Home Page.

2.2.2 Official Home Pages must contain a readily-apparent generic e-mail contact address or link to the appropriate address of the author or other person responsible for placing information on the Web.

2.2.3 Official Home Pages representing an administrative unit must have the approval of the unit head. Once the content is completed, University Relations must be contacted for editing and suggested design modifications. When such changes are agreed upon by both parties and made, the content may be added to the server in the appropriate category area. (If University Relations and the unit cannot agree on the recommended changes, the issue should be submitted to the Information Technology Advisory Committee for resolution.)

## 3. Unofficial "Courtesy" University Pages

The following are in addition to Section 1, Standards for All WWW Pages

3.1 The e-mail address or a readily-apparent link back to the appropriate address of the author or other person responsible for publishing content on the World Wide Web shall be displayed on each page.

3.2 Any content discovered in violation of the Policies and Standards shall be subject to immediate removal from the Network, including but not limited to, the possible removal of the individual account from the system.

3.3 The use of the official University graphics, including, but not limited to, logos, seals or other identifying marks is prohibited on unofficial pages.

3.4. Student pages should not be directly linked from official University web pages. Individual departments may elect to provide an index of student pages if the following disclaimer appears prior to the index: "The information contained on student web pages represents the opinions, values and viewpoint of the student and not necessarily that of KSU. The student takes full responsibility for the information presented."

#### **4. Resources through University Information Technology Services**

University Information Technology Services (UITS) at Kennesaw State University will provide the following resources for electronic publishing via the World Wide Web.

4.1 University Information Technology Services will provide the ability for faculty, staff, and students to use their current Linux accounts to publish content on the World Wide Web. The content of these pages must comply with the above standards and must be contained in each users home directory and comply with current disk quota restrictions.

4.2 University Information Technology Services will provide this resource to faculty, staff, and students on a machine which complies with production level maintenance and security.

4.3 University Information Technology Services will provide a system on which "Official University Pages" and the main Kennesaw State University Home Page will be hosted. Furthermore, this system will provide hosting space for colleges, schools, and departments. As a University critical system, this machine will comply with production level maintenance and security procedures.

4.4 University Information Technology Services will provide the above services in order to provide a place for both "Official" and "Unofficial" University Pages. University Information Technology Services will provide the WWW server and all functions related to running the server (e.g., Security, Disk Space, etc.). University Information Technology Services will not create, modify, or publish content on the provided server. This responsibility falls to each individual school, department, unit, or user.

#### **Review Schedule:**

The World Wide Web Publishing Standard will be reviewed annually by the Office of the CIO or their designee.