



Policy Title:	World Wide Web Publishing Policy
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Responsible Office:	Chief Information Officer
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1. Purpose Statement

Kennesaw State University (KSU or the University) encourages faculty, staff, and students to publish on the World Wide Web (WWW) within the constraints of existing laws and policies. Through this medium, KSU offers a rich opportunity for the institution and individuals associated with KSU. However, use of the WWW presents a dichotomy for policy makers to ensure the appropriate freedom of expression while maintaining a consistent, cohesive institutional presence.

This policy imparts minimal stylistic guidelines and provides general guidance to the legal implications of publishing on the World Wide Web. Development of WWW content is subject to applicable University policies such as copyright, "fair use," and intellectual property rights; Federal Educational Rights and Privacy Act; Federal Computer Abuse Amendment Act; Federal Electronic Communications Privacy Act; and other applicable state and federal laws.

Failure to adhere to these and the policies described herein may ultimately lead to revocation of the privilege to use KSU computing resources.

2. Background

The KSU World Wide Web Publishing Policy complies with the University System of Georgia (USG) information technology policies. Pursuant to the USG *Information Technology Handbook*, Section 5.1.2, KSU is required to establish and maintain "appropriate internal policies, processes, standards, and procedures for preserving the integrity and security of each automated, paper file, or database."

3. Scope

The KSU World Wide Web Publishing Policy addresses content hosted on official KSU home pages, other official ancillary pages, and unofficial/courtesy University web pages. This document, along with the World Wide Web Publishing Standard, provides guidelines for content published by KSU authorized users.

4. Exclusions or Exceptions

Exceptions to the World Wide Web Publishing Policy, outside of those previously discussed, will be evaluated on a case-by-case basis by the Chief Information Officer or a designee.

5. Definitions

Definitions are available via the IT Glossary on the KSU policy website at policy.kennesaw.edu.

6. Policy

a. Web Management Framework

The Office of University Relations oversees the appearance (visual identity) of content on official University websites.

University Information Technology Services (UITs) manage the University servers, system configuration, resources, and technical issues regarding web accounts. These offices will coordinate with University Relations to determine which content is ready for publication on the server.

Standards for all World Wide Web content are established by the Office of University Relations in partnership with UITs. All KSU web content must comply with these standards.

b. Official University Pages

For the purpose of this policy, an official University page may represent the University or an organizational unit of the University and is either hosted on, or linked from, www.kennesaw.edu. Examples include University colleges, academic departments, administrative offices, and University research outreach centers and institutes. There are two types of official University pages: official home and official ancillary. Official home pages refer to pages so designated by UITs and the first pages designated by major organizational units of the University. Official ancillary pages are any other pages associated with that home page and are so designated (for example, supporting information or associated student organizations).

UITS designates official home pages and University Relations must approve their design and content. If an official home page or official ancillary page links to an unofficial page, the official page must carry a disclaimer of Kennesaw State University for the content of the unofficial page.

KSU's WWW content is an official publication, external marketing tool, and University-wide information source. As with printed publications, only approved University content is communicated on the KSU home page and all institutional links.

- c. Unofficial "Courtesy" University Pages
As University resources may allow, unofficial or "courtesy" pages may be accommodated within the University's network. For the purpose of this policy, an unofficial University page is defined as any page published through the use of any resource belonging to KSU that does not fall into the category of official University pages. Examples of these include student organization pages, club pages, and professional organization promotional pages.

University officials recognize the challenge of reviewing all information published electronically by KSU authorized users and, therefore, disclaims any responsibility for the content of unofficial pages. The University reserves the right to review and investigate any content published with the use of KSU resources and to enforce these policies with respect to such content. The World Wide Web Publishing Standard is provided to guide and assist faculty, staff, and students who create WWW content.

7. Associated Policies/Regulations

- a. [USG Information Technology Handbook, 5.1.2 Policy, Standards, Processes, and Procedure Management Standard](#)

8. Procedures Associated with this Policy

- a. [World Wide Web Publishing Standard](#)

9. Forms Associated with this Policy

- a. As required by information in Sections 7 and 8.

10. Violations

Content that is found to be in violation of this policy or any other applicable University policy or regulation may be subject to revocation as well as other disciplinary actions.

11. Review Schedule

The World Wide Web Publishing Policy is reviewed annually by the Office of the CIO or his/her designee.