

Birmingham-Southern College website policy

Policy Abstract: This policy sets out requirements and recommendations for the College's website, www.bsc.edu.

Responsible Office: Office of Communications

Official: Hannah Wolfson, Director of Communications

Applies to: Campus community

Effective date: July 31, 2013

Revision date: New policy as of July 31, 2013.

Introduction and purpose:

Birmingham-Southern's website, www.bsc.edu, is the College's largest portal to the world, with an average of 32,000 unique visitors per month. It is the most important tool for conveying information about BSC to prospective students, the media, and visitors and to the campus community as a whole. To keep the site looking and functioning at its best, the Office of Communications, in cooperation with units across the campus, will work to manage the content of the website in a way that best serves the College's mission.

Policy statement:

The BSC website is maintained by the Office of Communications. The office is responsible for formatting and coordinating content on the web in a manner consistent with college-wide messaging, design guidelines, editorial voice, priorities, and needs. All information on the website must reflect BSC's mission and the standards of the college community and of higher education, and must also comply with local, state, and federal laws, including, but not limited to, copyright, libel, and indecency statutes.

Details:

Content management

All requests for adding or altering information on the website should be submitted to the Director of New Media in accordance with website change request guidelines (available online). It is highly recommended that departments and areas consult with the Office of Communication before undertaking the creation of extensive new content or large-scale modification of existing content. The Office of Communications reserves the right to alter or limit requests for website changes, and to schedule such changes according to institutional priorities.

Each academic and administrative unit will be responsible for maintaining the accuracy of its area of the site. Units will inform the Office of Communications in a timely fashion about necessary alterations such as personnel changes, event updates, programmatic modifications, policies, and news. One individual in each unit should be tasked with the responsibility of updating the area's content on a regular basis, preferably monthly.

External sites

It is preferable to have all information produced by BSC reside on the bsc.edu domain. Selected sites may reside externally under special arrangement with the Office of Communications. Those sites still must meet College branding and messaging standards.

Student organizations

It is important for the website to convey to visitors the vibrancy of campus life on The Hilltop. Official student organizations are encouraged to maintain a vigorous web presence, either on the BSC website or via their own private sites with links from the BSC website. Please be aware that in some cases, however, having an outdated website is worse than having no web presences at all.

Outside sites will be operated and maintained independently and linked to when appropriate. Internal sites will conform to campus-wide standards. All must comply with state and national laws and best-practices regarding the use of copyrighted material.

Personal web pages

Static personal web profile pages are quickly becoming a relic of the past. As a rule, we recommend that faculty use their official profile page to convey information about their research and other interests. Faculty who maintain a dynamic professional presence on the web via blogging, social media, or other tools are encouraged to include a link to their home page or SM platform of choice from their BSC profile page. The Office of Communications reserves the right to remove personal links should it be determined that the material presented is not in accordance with the College's mission or standards.

Copyright

All materials contained on the site www.bsc.edu and any subsidiary sites are protected by United States copyright law. Most graphics, images, texts, and BSC seals, logos, and wordmarks may not be reproduced in any electronic or printed medium without the prior consent of Birmingham-Southern College. To request permission, please contact mhamilto@bsc.edu.

For additional information about use of copyrighted material, refer to the [BSC policy on the legal and ethical use of technology resources, electronic mail, and the internet.](#)

Definitions:

For the purposes of this policy, the following definitions apply:

BSC web site/web page: A page created or maintained by or on behalf of Birmingham-Southern College or an office, department, or unit of BSC, as signified by the inclusion of the address "bsc.edu."

Link: Text or other hypertext links to a web site external to BSC, placed on the BSC page.