

Southern University Law Center
Policy #IT0006

Title: Web Content Standards

Authority: Department
Effective Date: 7/20/2007
Last Revision: 9/17/2012

Original Adoption: 7/20/2007

1.0 Purpose:

To provide guidelines governing content displayed from the Southern University Law Center (SULC) Web Servers.

2.0 Scope:

This policy applies to all SULC users developing, maintaining, or managing content representing the SULC.

3.0 Definitions:

Web Content - The textual, visual or aural content that is encountered as part of the user experience on websites. It may include, among other things: text, images, sound, videos, and animations.

User – SULC employees and students, contractors, vendors, and agents working under the auspices of the Law Center.

Official SULC Site - Official SULC Web Sites are defined as Web sites or Web pages created by SULC entities including, but not limited to, its departments, research centers, and administrative offices purporting to represent SULC.

Unofficial SULC Site - Unofficial SULC Web Sites are defined as Web sites or Web pages created by SULC entities including, but not limited to, individual SULC employees, faculty, staff, students, and student organizations to represent individuals, groups, or organizations.

4.0 Policy:

Official SULC Web Sites

1. **Official SULC Site Approval:** All Official SULC Web Sites must be approved by the Department Head who has administrative oversight over the area represented by the Web site or by his/her designee.
2. **Official SULC Minimum Standards:** All Official SULC Web Sites must adhere to the minimum standards described below.
 - Display clear identification of Southern University Law Center on the top-level pages of each Web site. The preferred means of identification is to display a SULC nameplate or wordmark.
 - Display a clearly labeled link on each Web page to the Web site's home page and to the SULC home page (<http://www.sulc.edu>).

- Display clearly labeled ownership information on each Web page in the form of a contact e-mail address, which may be supplemented by a contact name and/or telephone number. In unusual cases, a contact name and telephone number may be substituted for a contact e-mail address.
 - Display a clearly labeled disclaimer or link to a disclaimer. Disclaimers used other than the official University disclaimer are subject to review and modification by the Information Technology Department. The following language is recommended:
"Although the authors of this Web site have made every reasonable effort to be factually accurate, no responsibility is assumed for editorial or clerical errors or error occasioned by honest mistake. All information contained on this Web site is subject to change by the appropriate officials of Southern University Law Center without prior notice. Material on this Web site does not serve as a contract between Southern University Law center and any other party."
3. **Responsibility for Accurate Content and currency of Information:** The appropriate administrative unit(s) that publishes information on an Official SULC Web Site is fully responsible for factually accurate content and currency of information. Web sites that contain out-of-date information may be requested to make the necessary corrections by the Information Technology Support Services Department or by the department head or his/her designee. Web sites failing to comply following such request may be unlinked by the Information Technology Support Services Department.
 4. **Editorial Standards:** All Official SULC Web Sites must present information using the highest editorial standards (spelling, punctuation, grammar, style, etc.). Web sites that contain editorial errors may be requested to make the necessary corrections by the Information Technology Support Services Department or by the appropriate department head or his/her designee. Web sites failing to comply following such request may be unlinked by the Information Technology Support Services Department.
 5. **Sites Conducting Commercial Activity:** Any Official SULC Web Site desiring to conduct commercial activity, including receipt of online credit card payments, must receive authorization from the Office of Budgeting and Finance. This Office will review the Web site's plan, including the adequacy of transaction security, make recommendations on the type of electronic credit card or other process needed, and provide cost information. If the commercial activity involves receipt of online credit card payments, the Office will obtain a merchant ID, if appropriate, under the domain of the SULC's central credit card contract, and provide training on securing the data, as well as recording and depositing the funds on SULC records. Any Web site discovered to be in violation of this provision is subject to removal from the SULC domain.
 6. **Links to Commercial Entities:** Links to commercial entities must be related to the SULC's missions of research, instruction, and service and must not imply endorsement by SULC.
 7. **SULC Official Naming:** All names used to represent SULC must be official names recognized by Southern University, e.g., "Southern University Law Center" and "SULC." Except when referring to Southern University athletics, the use of "SU," "Jags," and "Jaguar Nation" are discouraged.

Unofficial University Web Sites

1. **Unofficial SULC Site Disclaimer:** All Unofficial SULC Web Sites must carry the following disclaimer or similar: "The views, opinions, and conclusions expressed in this page are those of the author or organization and not necessarily those of Southern University Law Center or its officers and trustees. The content of this page has not been reviewed or approved by the Southern University Law Center, and the author or organization is solely responsible for its content."
2. **Unofficial SULC Site Content:** SULC will not undertake to pre-approve or review the content of Unofficial SULC Web Sites. However, any pages discovered in violation of this Policy are subject to immediate removal from SULC Web servers.
3. **Unofficial SULC Commercial Activity:** Unofficial SULC Web Sites may not be used for commercial purposes or for personal financial gain or benefit. SULC is not responsible for any liability resulting from any such activities prior to their discovery and appropriate remedy.