Web standards v1.0

The following guidelines form an integral part of the web governance of the University of Birmingham website. These are standards which we expect all areas of the site to adhere to, the standards refer to the University Website Style Guidelines (appendix 1), University Website Tone of Voice Guidelines (appendix 2) and the University Website Decisions Log (appendix 3).

The University Website Decisions Log is an adaptable document which will be periodically added to and should be referred to by all Web Editors and Web Leads within the University of Birmingham in order to keep abreast of the latest decisions regarding the standards all should adhere to.

Content

- All content under the birmingham.ac.uk domain must adhere to the University Website Style Guidelines (appendix 1) and University Website Tone of Voice Guidelines (appendix 2).
  - Further reference for other content types can be found in the Written Content Governance, Staff Profiles Governance, News Governance, Images Governance and Video Governance workflows within the Website Governance Document.

Staff profiles

- The only members of staff who are to be allowed use of the Staff Profile template are: academic staff, honorary members of academic staff, research students, members of University Council, Senate or leadership group. All other members of staff may have 'profiles' on the site but must not use the staff profiles template. These staff profiles (when not using the staff profile template) should sit on standard content pages at a local level.
- All staff profile content must adhere to the Staff Profile guidelines (appendix 4)
- All staff profiles (whether entered by a web editor or by using the staff profile web front end for updating) require checking by a web lead/workflow owner.

News

- All news under the birmingham.ac.uk domain must be relevant for the external audiences of the University's website.

Video

- Unless videos are created by a University member of staff free of charge, three quotes for the production of videos for the website must be obtained by the commissioner. One of those quotes must be from the University's Media Centre.
- If videos are created by a University member of staff, they must not use University branding.
- College Web Professionals and Corporate Services representatives have access to upload videos to the University of Birmingham Youtube channel.
• All videos must be loaded into the University of Birmingham Youtube channel.
• Videos displayed on the University website must be pulled in from the University of Birmingham Youtube Channel – additional alternative download options may be offered for international audiences in countries where Youtube is blocked.
• Videos may be directly loaded into the CMS and pulled to the external site if it is a prerequisite of the permission to use the video that we cannot load the video onto Youtube or onto our Youtube channel.
• Videos from other areas of Youtube may be used on the University website where we have the express permission of the video creator and when the video itself is directly related to University activity.
• All videos must be loaded to the Youtube channel with an accompanying transcript which should be loaded into the ‘Accessibility’ section of the website as a standard 3 column template page.

SitesoutsidetheBirminghamdomain

• All activity which is intrinsically linked to the University of Birmingham (anything/anybody that sits either under a corporate service, college, school or department) must remain or be moved to sit within the Birmingham.ac.uk domain website.
• Exceptions to this may be granted for activities which are partnership funded or partnerships with other Universities/external (3rd party) agencies (please refer to External Suppliers Governance Workflow and Third Party Branding Governance Workflow)
• Where the CMS cannot accommodate the requirements of sites that must remain within the Birmingham.ac.uk a case by case decision will be made on these sites.

Linkingpolicy

• The University of Birmingham does not enter into unsolicited reciprocal linking with third party companies.
• Any reciprocal linking arrangements (this excludes individual links to third party sites, where appropriate) with third party companies must be referred to and agreed by the Web Action Group.
• Links to external websites are permitted from University web pages providing the content on the web pages is relevant to the content on our own pages.
  o Content on external web pages must not be inflammatory, offensive or cause distress to the user
  o It is the responsibility of the web editor who adds a link to an external website to periodically check that the link is live and accurate.

AccesstotheCMS

• Those with access to the CMS are expected to remain active users within the CMS consistently. Active users are users who regularly edit (an average of more than once a week) consistently for 6 months. If a user falls beneath this level of minimum activity their
editing access to the CMS will be discussed with the relevant web lead. Removal of editing access will not be made without prior warning to both the person whose access is being removed and the workflow owners of the areas of the site they are editing in (of at least one week) to allow time for appeal.

- In situations where web editors fundamentally and consistently undermine the governance despite warning, their editing access will be removed.
- Editing access will also be removed if an editor posts any inflammatory or offensive comments on the site which are likely to upset or offend our external audiences.