Website Procedure

1 Purpose

To outline the process for the creation, maintenance, publishing, and management of the Public University Website and associated content, ensuring compliance with relevant legislation, Accessibility standards, and alignment with the University brand.

2 Scope

This Procedure applies to website owners, custodians, and authenticated editors and authors of the website Content Management System (CMS). It also applies to Employees submitting requests for changes to website content.

This Procedure does not apply to third-party websites, University sub-domains and microsites, nor Student and Employee portals.

Owners of eligible third-party websites, University sub-domains and microsites, as well as Student and Employee portals, should refer to, and comply with their agreement terms, and the Educational Partnerships Policy, regarding the appropriate use of UniSQ branding, course Information, videos, and imagery on their site.

3 Procedure Overview

The Public University Website serves as a primary Student recruitment tool, promoting the University's brand, programs, Research, and other offerings, while providing accurate, accessible Information for all users without the need for authentication.

This Procedure aligns with the:

- *Higher Education Standards Framework (Threshold Standards) 2021:* Standard 7

4 Procedures

The Public University Website is managed, developed, and maintained to ensure its structure, content (written and visual), and design align with the University's brand guidelines. The website architecture is developed in accordance with State and Commonwealth legislation, Accessibility guidelines, national university benchmarking standards, and evolving user needs.

Marketing oversees the implementation of these standards, ensuring alignment with the

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University's brand and strategic objectives.

4.1 Roles and Responsibility

To ensure the effective management and maintenance of the Public University Website, the University uses a distributed publishing model. Each Sub-site is managed by a designated website custodian, and various roles are defined with specific responsibilities to support the overall website structure and content.

Role	Level/skills	Responsibilities
Website owner	PVC Engagement	• Manage the University's online brand and Public University Website • Ensure compliance with external legislation • Oversee changes to corporate software and hardware • Enable training for content development and management.
Website custodian	DVC, PVC, or Dean level	• Business owner of Sub-sites • Ensure Employees are trained in web publishing • Overarching responsibility for accuracy and suitability of content • Responsible and approver in principle of Sub-site Web Content.
Website administrator	Member of the Website team (Marketing) Completed web training Completed writing for the web training Complete website analytics, quality assurance and SEO training	• Administer CMS for Public University Website • Conduct content audits, correct discrepancies • Ensure website best practice (content, design, usability, Accessibility) • Develop and manage web strategies

	Committed to understanding website administration skills	• Provide training and support to stakeholders • Action administrative changes to the Public University Website.
Website editor	Completed web training Completed writing for the web training Committed to understanding and improving web publishing skills	• Edit, review, publish and maintain assigned Web Content • Approve content changes. • Ensure accuracy and remove outdated content • Receive support from website administrator for changes beyond editor permissions.
Website author	Completed web training Completed writing for the web training	• Edit, review and maintain assigned Web Content • Ensure accuracy and remove outdated content • Receive support from website administrator for changes beyond author permissions.

4.1.1 Management of Sub-sites

The Public University Website consists of multiple Sub-sites, each tailored to different audiences. Website custodians are responsible for ensuring that the content on their assigned Sub-site is accurate, up-to-date, and aligned with the University's branding and strategic goals.

University sub-site	Website custodian
Homepage	Pro Vice-Chancellor (Engagement)
Study	Pro Vice-Chancellor (Engagement)
Current Students	Dean (Students)
Research	Deputy Vice-Chancellor (Academic and Research)

Alumni	Pro Vice-Chancellor (Engagement)
About	Pro Vice-Chancellor (Engagement)
International	Pro Vice-Chancellor (International)
Library	Chief Operating and Financial Officer

4.2 Website Content

Website content is integral to promoting the University's degree offerings, brand, and communications, with effective structure and presentation enhancing search engine visibility and ensuring Accessibility for diverse users.

The Public University Website content must:

- Be engaging, consistent with brand messaging, concise, accurate, and audience specific, following Writing for the Web guidelines
- Avoid duplication by linking to source pages where possible
- Be reviewed and updated at least every six months to ensure accuracy and relevance, as outdated content harms the University brand
- Align with the strategic priorities of the University
- Comply with TEQSA HESF Domain 7 and Australia's Academic and Research Network (AARNET) access policies.

The Public University Website must not include or link to content that:

- Is unrelated to the official activities of the University
- Is outdated, inaccurate, misleading, offensive, obscene, defamatory, or threatening
- Violates State or Commonwealth legislation, including anti-discrimination legislation
- Displays recognisable images of talent without a signed Media consent form
- Contains copyrighted material unless written permission from the copyright holder is held
- Breaches confidentiality or the privacy of Personal Information.

All website content must be published and managed through the approved CMS. Other platforms may be used only with the Director, Marketing's approval. The creation of microsites is strongly discouraged and will only be considered if there is a strategic necessity.

4.2.1 Content Publishing and Workflows

Any University Member or Employee can submit requests to update content on the Public University Website. These requests should be directed to the appropriate website editors, whose contact Information is available via the University's Service Management System. Website editors can:

- Create, edit and publish content and images to ensure accuracy and relevance
- Delete or rename web pages.

Request for website changes beyond the access remit of website editors are directed to website administrators via the University's Service Management System. These requests include:

- Adding or deleting web page configuration items
- Uploading videos to the website
- Developing a new website or redeveloping an existing website
- Archiving a website.

In addition, troubleshooting requests may also be submitted by any University Member. These requests should be directed to website administrators via the Service Management System and may include:

- Publishing issues
- Login issues
- Reporting web page server errors
- Reporting website unavailability.

Each request type has a specified estimated fulfillment time. Website administrators will make the following decisions and will notify the requester of the status of the request:

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- **Approved/Fulfilled**: If the request meets website best practice (content, design, usability, Accessibility) it will be approved, and the website administrators will facilitate the execution of the specific details of the request.

- **Cancelled:** If the request does not meet website best practice it will be denied. The requester will receive feedback detailing the reasons for the denial.

- **More Information required:** If further details are needed, the requester will be contacted to provide the required Information before the request is processed.

4.2.2 Website Editing Access

Requests for editor and author access to the Content Management System (CMS) for the Public University Website must be submitted via the University's Service Management System and follow the approval workflow. Due to a limited number of CMS licenses, outcomes for access requests are as follows:

- **Approved:** If a vacant license is available, if the requester is replacing an existing website editor/author, or if the website is new with no existing editor/author allocation.

- **Denied:** If the area has exhausted its license allocation or access is deemed not required.

For those **approved**, website editors and authors must complete CMS training and Writing for the Web training **prior to receiving access**. Access will be provided through the University Identity Management System upon completion of these requirements. All users must adhere to the Acceptable Use of ICT Resources Policy.

4.3 Website Architecture

Marketing is responsible for the web architecture of the Public University Website and complies with the User Experience Architecture Procedure. The website architecture is designed to ensure consistent navigation, and a streamlined User Journey, prioritising the needs of digital users in both the site's development and maintenance.

4.3.1 Friendly URL's

Friendly URLs must be used in place of complex web addresses when referencing content in print publications or promotional materials. A friendly URL is a simplified, easy-to-read web address that clearly communicates the target content and enhances user navigation.

All friendly URLs must:

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- Be unique and not previously assigned
- Clearly reflect the purpose or content of the page
- Align with the University's reputation and brand.

Requests for the creation or modification of friendly URLs must be submitted to website administrators via the University's Service Management System.

4.3.2 Domain Name Registrations

Marketing is responsible for authorising domain name registrations and renewals. Domains managed by Marketing must support core business purposes, including:

- Marketing initiatives
- Student recruitment and retention
- School initiatives
- University-wide Research
- Learning and teaching efforts
- Brand and reputation protection.

Requests for domain name registrations are logged to website administrators via the University's Service Management System.

4.4 Website Accessibility

The University implements Accessibility principles throughout the Public University Website to ensure all users, including individuals with disabilities, can access and navigate the website. The University is committed to meeting level AA requirements of World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG 2.2).

Website administrators conduct regular Accessibility audits on the Public University Website and content in breach of Web Content Accessibility Guidelines will be modified to comply or will be removed.

4.5 Branding and Design

The design of the Public University Website includes logos, colours, typography, photography,

graphics, and video that adhere to the University Brand Policy and Brand Guidelines available in the Brand Toolkit.

Website editors must ensure:

- Content documents uploaded to the CMS use Brand templates
- Imagery and videos uploaded to the CMS follow Brand guidelines
- Website components follow optimal Brand colour palette pairings as per the Brand guidelines.

Website administrators conduct regular brand audits on the Public University Website and content in breach of the Brand Policy and Brand Guidelines will be modified to comply or will be removed.

4.6 Copyright

Content owners must:

- Obtain written permission or licenses to use any copyrighted material, including text, images, videos, and other media.
- Verify that all content complies with Australian copyright laws and the University's copyright guidelines before publishing.
- Retain records of permissions or licenses for any third-party content used.
- Ensure that copyright notices or acknowledgments are included where required.

Requests for copyright clearance or advice must be directed to the University's Legal or Copyright Office, as appropriate, before content is published.

4.7 Security

The Public University Website must follow Information Security best practices to protect data and user privacy. Website administrators and editors must:

- Ensure that all website content and systems comply with the ICT Information Management and Security Policy.
- Report any suspected security incidents or breaches immediately to the University's

Cyber Security team via the Service Management System.

In addition, website administrators will:

- Implement appropriate security controls, such as password protection, user authentication, and secure data transmission (e.g., using HTTPS).
- Regularly review and update security measures to protect against vulnerabilities and breaches.

CMS access is limited to University Employees only, and website administrators conduct regular reviews of user access permissions.

4.8 Privacy

The Public University Website must comply with the University's Privacy Policy and all relevant privacy legislation. Website editors will:

- Verify privacy obligations before publishing any content.
- Ensure that Personal Information is not published without the express consent of the individuals concerned.
- Retain records of consent for the use of any Personal Information, including names, images, and other identifying details.
- Consult the University's Privacy Office for guidance if there is any uncertainty regarding privacy obligations.

Personal Information must not be included in website content unless express consent has been obtained, or the publication is in accordance with privacy legislation.

4.9 Record Management

All content on the Public University Website must be captured, version-controlled, stored, and archived in compliance with the Records and Information Management Policy (and subordinate Policy Instruments) as well as the Retention and Disposal Schedule.

The CMS must not be used as a recordkeeping system. Content that requires formal records management must be transferred to the approved University recordkeeping system, in accordance with the University's record management Policy Instruments.

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4.10 Procedure Breach

Any websites or pages on the Public University Website that breach the requirements of this Procedure, or other related University policies and procedures may be deleted by website administrators, depending on the specific nature of the breach.

In addition to removal of content, breaches of this Procedure may result in Disciplinary Action under the relevant Policy Instruments.

5 References

Nil.

6 Schedules

This procedure must be read in conjunction with its subordinate schedules as provided in the table below.

7 Procedure Information

Accountable Officer	Pro Vice-Chancellor (Engagement)
Responsible Officer	Director (Marketing and Student Recruitment)
Policy Type	University Procedure
Policy Suite	Marketing and Brand Policy
Subordinate Schedules	
Approved Date	7/7/2025
Effective Date	7/7/2025
Review Date	30/5/2030
Relevant Legislation	Australia's Academic and Research Network (AARNET) access policy *Disability Discrimination Act (1992)* General Retention and Disposal Schedule (GRDS) TEQSA HESF Domain 7: Representation, information and information Management

	Web Content Accessibility Guidelines
Policy Exceptions	Policy Exceptions Register
Related Policies	Acceptable use of ICT Resources Policy Educational Partnerships Policy ICT Information Management and Security Policy Privacy Policy Records and Information Management Policy
Related Procedures	Records and Information Management Procedure User Experience Architecture Procedure
Related forms, publications and websites	
Definitions	**Terms defined in the Definitions Dictionary**
	Brand Toolkit An online repository of guidelines and templates for the marketing and communication of the University by Employees, to Students and the community. Deputy Vice-Chancellor (Academic and Research) The person bearing that title including a person acting in that position. Disciplinary Action Action by the University to discipline an Employee for misconduct or serious misconduct and includes: formal censure or counselling; demotion by one or more classification levels or increments; withholding of an increment; suspension with or without pay; or termination of employment for serious misconduct only. Employee A person employed by the University and whose conditions of employment are covered by the Enterprise Agreement and includes persons employed on a continuing, fixed term or casual basis. Employees also include senior Employees whose conditions of employment are covered by a written agreement or contract with the University.

Information

Any collection of data that is processed, analysed, interpreted, organised, classified or communicated in order to serve a useful purpose, present facts or represent knowledge in any medium or form. This includes presentation in electronic (digital), print, audio, video, image, graphical, cartographic, physical sample, textual or numerical form.

Information Security

Concerned with the protection of Information from unauthorised use or accidental modification, loss or release.

Media

All print, radio, television and electronic Media including the internet and allied distribution channels. Includes social Media which are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki, or video hosting site. More broadly, social Media refers to any online technology that enables people to publish, converse and share content online.

Personal Information

Personal information means information or an opinion about an identified individual or an individual who is reasonably identifiable from the information or opinion - (a) whether the information or opinion is true or not; and (b) whether the information or opinion is recorded in a material form or not.

Policy

A high level strategic directive that establishes a principle based approach on a subject. Policy is operationalised through Procedures that give instructions and set out processes to implement a Policy.

Policy Instrument

A Policy Instrument refers to an instrument that is governed by the Policy framework. These include Policies, Procedures and Schedules.

Public University Website

The official website of the University of Southern Queensland accessible via the URL unisq.edu.au/. Serves as a primary online

platform for the University, offering information about degrees and courses, research, news, events, and other university-related activities. It does not include University hosted websites on subdomains, microsites and linked websites and resources that are not owned or controlled by the University.

Research

Research is the creation of new knowledge and/or the use of existing knowledge in a new and creative way to generate new concepts, methodologies, inventions and understandings. This could include the synthesis and analysis of previous research to the extent that it is new and creative.

Retention and Disposal Schedule

A legal document issued by the Queensland State Archivist to authorise the disposal of public records, including University Records.

Student

A person who is enrolled in a UniSQ Upskill Course or who is admitted to an Award Program or Non-Award Program offered by the University and is: currently enrolled in one or more Courses or study units; or not currently enrolled but is on an approved Leave of Absence or whose admission has not been cancelled.

University

The term 'University' or 'UniSQ' means the University of Southern Queensland.

University Members

Persons who include: Employees of the University whose conditions of employment are covered by the UniSQ Enterprise Agreement whether full time or fractional, continuing, fixed-term or casual, including senior Employees whose conditions of employment are covered by a written agreement or contract with the University; members of the University Council and University Committees; visiting, honorary and adjunct appointees; volunteers who contribute to University activities or who act on behalf of the University; and individuals who are granted access to University facilities or who are engaged in providing services to the University, such as contractors or consultants, where applicable.

Definitions that relate to this procedure only

Accessibility

Systems designed to enable access to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these.

Content Management System (CMS)

A CMS is software used to create, edit and publish content to the UniSQ website. The CMS for the University website is a customised version of Sitecore.

Information Architecture

Website information architecture refers to how information is organised, structured, and presented on that website, including the nomenclature of its navigation elements.

Search Engine Optimisation (SEO)

SEO is the process of improving a website's technical configuration, content relevance, and link popularity, making webpages are discoverable, relevant, and appealing to user search queries.

Sub-sites

A group of webpages that form part of the University website, and include:

- Homepage (https://unisq.edu.au)
- Study (https://unisq.edu.au/study)
- Current students (https://unisq.edu.au/current-students)
- Research (https://unisq.edu.au/research)
- Alumni (https://unisq.edu.au/alumni)
- About (https://unisq.edu.au/about)
- International (https://unisq.edu.au/international)
- Library (https://www.unisq.edu.au/library)

User Journey

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	The experiences of a person interacting with a web page or digital channel - what they will see, what they will click on and the steps they will need to take to complete a specific task. **URL** The address of a web page **Web Content** Web content includes written text, images, video and markup on the University website.
Keywords	
Record No	24/397PL

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