




DOCUMENT TYPE	D	
ADMINISTRATIVE	5	
INFORMATION AND COMMUNICATIONS TECH.	6	
WEBSITE MANAGEMENT DEVELOPMENT	4	
NUMBER	003	

WEBSITE AND INTRANET COMPLIANCE PROCEDURE

Parent Policy Title	Website Operational Framework Policy Staff Intranet Operational Framework Policy														
Associated Procedures	Website Operational Procedure Social Media Procedure														
Preamble	<p>The University website is to be used only for University-related activities. All content must</p> <ol style="list-style-type: none"> a. be presented in an appropriate format for online delivery b. receive an appropriate level of authorisation prior to publication c. be regularly reviewed to ensure accuracy and currency d. meet the University's high standards of quality assurance e. be relevant to the intended audience f. be presented in a user-friendly manner. <p>Sites must not publish the personal information of staff, students or others without prior consent.</p> <p>Failure to comply with established policy and procedures will be treated seriously and immediate action taken to rectify the situation.</p>														
General	Web pages that are found to be in breach of the La Trobe University Website Operational Framework Policy, La Trobe University Intranet Operational Framework Policy or the University's Web Development Guide will be brought to the attention of the Site Owner and Site Publisher and a suitable course of action agreed.														
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1. Escalation – stage 1	For webpages on the La Trobe University's corporate website, the Site Owner and/or Site Publisher will be contacted by the Web Team Manager or the Web Marketing Strategist in the first instance. The problem will be identified and a solution suggested.														

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	<p>For intranet pages, the Manager, Internal Communications will contact the Site Owner and/or Site Publisher.</p> <p>For externally hosted digital channels, the Web Marketing Strategist or Associate Director, Digital Marketing will contact the Site Owner and/or Site Publisher.</p>
2. Escalation – stage 2	<p>If the requested action is not taken within an agreed upon time-frame, the Manager Online Services, Manager, Internal Communications or Associate Director, Digital Marketing will contact the relevant Dean or Divisional Manager.</p>
3. Escalation – stage 3	<p><u>Web pages</u></p> <p>If the requested action is still not taken for webpages on the La Trobe University’s corporate website, the Web Team Manager or Web Marketing Manager will inform the Manager, Online Services and Director, Marketing & Promotions (and/or the Executive Director, Marketing and Engagement, and/or the Chief Information Officer), who will again approach the Dean or Head of Unit/Campus to escalate resolution of the issue.</p> <p><u>Intranet</u></p> <p>If the requested action is still not taken for webpages on the staff intranet, the Manager, Internal Communications will inform the Manager, Online Services and/or the Executive Director, Marketing and Engagement, and/or the Chief Information Officer, who will again approach the Dean or Head of Unit/Campus to escalate resolution of the issue.</p> <p><u>Externally hosted sites</u></p> <p>If the requested action is still not taken for externally hosted digital channels officially representing La Trobe University, the Web Marketing Strategist will inform the Associate Director, Digital Marketing (and/or the Executive Director, Marketing and Engagement), who will again approach the Dean or Head of Unit/Campus to escalate resolution of the issue.</p>
4. Escalation – stage 4	<p>If the suggested action is still not taken the page or sub-site in question will be removed from the University web server.</p> <p>If the suggested action is still not implemented on the externally hosted digital channel, contact will be made with the hosting company, and steps initiated to have the site taken down.</p>
5. Escalation – stage 5	<p>If deemed appropriate by the Executive Director, Marketing and Engagement, this action will be brought to the attention of the Chief Information Officer to take action under the Use of Computer Facilities Statute.</p>
6. Timeframe	<p>Depending on the severity of the breach, Site Owners will be required to comply with the requested action within an agreed timeframe, after which</p>

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	<p>time the page may be removed from the web server.</p> <p>If it is not clear who the Site Owner is, the sub-site will be removed from the web server until the appropriate person is identified.</p> <p>The University reserves the right to remove any sub-sites or pages where deemed necessary, and to remove any pages with non-current information.</p> <p>Where deemed necessary, the University also reserves the right to have removed any externally hosted digital channels that officially represent La Trobe University, and to remove any redundant information.</p> <p>In the event of a serious breach of University Statutes, Regulations, policy, procedure or relevant legislation, web pages may be removed without notice by authority of the Chief Information Officer.</p>
Status	Revised. Approved by the Chair, PRC in his capacity as Vice-Chancellor, 12 August 2011, Minute 39.8; endorsed by the Directors' Committee, 12 July 2011. Prior approval Senior Management Committee, 7/2009. The implementation of the latest version of this procedure supersedes all previous versions.
Approval Body	Vice-Chancellor on the recommendation of the Planning and Resource Committee
Initiating Body	Executive Director, Marketing and Engagement
Definitions	<p>Digital channels: Electronic communications paths that use social media (e.g. Facebook, YouTube) as avenues for social interaction/ two-way, interactive dialogue.</p> <p>Externally hosted: A web site or channel that is not located within the La Trobe University network.</p> <p>Site Owner: The person responsible for the content and quality of the sub-site. The site owner (usually the Dean or head of department or functional head) may delegate web content and development tasks to a nominated representative (the site publisher).</p> <p>Site Publisher: The person who updates and maintains a webpage or collection of webpages.</p>
Date Effective	12 August 2011
Keywords	Website, intranet, compliance, operational framework

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