Policy Overview—Summary and Tips
This policy applies to all digital media resources that provide official information about Cardinal Stritch University. Our goal is to leverage these channels to promote our mission, recruit and retain students, provide academic information and resources, brand awareness, engaging stakeholders, and for revenue generation. We want to realize these goals by providing:

- comprehensive information about Cardinal Stritch University and its diverse programs and services;
- information about events, calendars, activities occurring at the University;
- prospective students a vehicle for learning about the University and the admissions process, as well as an avenue for connecting with admission personnel;
- current students, faculty, staff and administrators with information and resources;
- external constituencies with access to information and services that enable them to take advantage of opportunities in partnership with the University;
- opportunities for alumni, donors and others in the University community to maintain contact and linkages to the University;
- linkages for all constituencies to Cardinal Stritch University through social media; and
- information about Cardinal Stritch University in a dynamic and evolving electronic format.

Task Ownership by University Office
These offices hold primary responsibility for the listed tasks or processes.

**University Marketing**
- Advertising
- Branding and Visual identity
- Emails for Prospective Students
- Kentico Content Approval
- Landing Pages
- On-Campus Digital Monitor Content
- Photography
- University Social Media Oversight
- University Web and Social Media Content
- Website Content
- Videography

**University Communications**
- Crisis Communications
- Internal Email Announcements
- Experts Directory
- Publicity
- Media Relations/Reporters
- News Stories
- Stritch News
- Stritch Magazine

**Office of Information Services**
- Kentico CMS Permissions
- Kentico CMS Training
- MyStritch Layout and Management
- Programming Page Templates
- Troubleshooting Website Usability

**Human Resources**
- Employee Directory Content

**Dean of Students**
- Paper Flyer Posting Policy
- Student Group Social Media
Using Original Assets
All sites and digital resources must abide by copyright law and respect the intellectual property of others. Title 17, U.S. Code contains the federal copyright law that applies to materials published or circulated through the use of computing resources. Web authors must take care not to incorporate copyrighted designs or materials without permission from the copyright owner. For clarification review the Digital Millennium Copyright Act (DMCA) at [http://lcweb.loc.gov/copyright/legislation/dmca.pdf](http://lcweb.loc.gov/copyright/legislation/dmca.pdf).

It is the purview of the University to use original assets (photography, music, video, illustrations) that showcase Stritch students, faculty, staff, alumni, donors, buildings, sites, etc. whenever possible. These assets must be owned by the University or have been paid for by the University or be used with the expressed consent of the copyright holder.

Website Guidelines
The website is one of the most visible methods for presenting Cardinal Stritch University to the public. In many cases our webpages form a visitor’s first impression about Stritch. To present a consistent, professional image, University Marketing has authority to edit all content as needed to ensure a positive visitor experience, comply with regulations from both federal agencies and accrediting bodies, and enforce brand and identity standards.

Tips for Managing a Department Webpages

1. **Appoint a Content Editor**
   Each department is responsible for appointing and supervising a web content editor who assists with text for the department website in consultation with deans, faculty, department heads, staff and others as necessary. Access and permissions

2. **Have a Plan**
   Know the type of content you need to generate and maintain. Encourage discussions in your department to discover what you can develop together.

3. **Ensure Accurate and Timely Information**
   Site information must be accurate and up-to-date. Make sure it is reviewed regularly. Out-of-date names, dates, and other facts do not help users and reflect poorly on you, your department, and the University. Once information is put on the website, it should be reviewed frequently to check for accuracy, make changes, and update content.

4. **Proofread Text**
   All pages must be free of spelling and grammatical errors. Develop and proofread your text in Word, review it carefully, and always have a second set of eyes review the content.
Social Media Guidelines

The official university-wide social media accounts of Cardinal Stritch University are intended to inform followers of admission/enrollment activities, news, events, and to foster discussions of the aforementioned and a sense of community among users. We encourage alumni, faculty, staff and students to be active and positive participants and to share comments in a respectful and professional manner. University Marketing employs monitoring practices that we become aware of posts that are off-topic; represent advertisements or spam; constitute or encourage illegal activity; infringe upon someone’s rights; contain obscenities; or direct and target physical threats, we reserve the right to remove them. Our social pages exist to serve those affiliated with Cardinal Stritch University and to enhance the presence and mission of the University.

Tips for Maintaining a Successful Social Media Presence

- Meet with and get approval from University Marketing before creating a new account.
- Determine if the current university accounts can accommodate your needs.
- Share the username and passwords with University Marketing.
- Never access your social account from a personal device.
- Appoint two content owners in your department.
- Use proper branding in imagery and text (i.e., no use of CSU, etc, see brand guidelines).
- Commit to posting relevant content on a weekly basis.
- Immediately report suspicious or harmful behavior you see to University Marketing.
- In an emergency, allow University accounts to lead and do not add commentary/dialogue.

Photography and Video Guidelines

Events that have admissions or recruitment importance are covered by University Marketing, and those with a planned-giving, or donation-driven focus, are covered by University Advancement. If hiring a professional is not a viable option, staff or student employees should seek photography training.

Tips for Photography

- Capture action and interaction from different angles.
- If you intend to use a photo on the website, keep in mind the site’s heavy horizontal orientation.
- For group or individual shots, move in close to fill the picture with your subjects.
- Students and staff are exempt from signing disclosures, but be mindful of campus guests.
- At social events, avoid photographing people while chewing food or holding drinks.
- Pay attention to lighting:
  - When indoors, use the camera’s flash to give more light.
  - When outdoors, avoid having your subject in direct sunlight, which causes harsh shadows. Instead, pick cloudy days or shady areas when photographing people.
- Set your camera’s picture size (resolution) to its highest setting. Low-resolution photos are not usable for print publications and general web use.
- Keep your photos organized and share them with University Marketing for archiving.
- Refer to “Using Original Assets” and do not use images from an internet search as your own.
- Match the style and guidance in our “University brand standards” document.
Additional Policy Information

Official Public Web Materials
The University, through its various sectors, colleges, departments, and other units and programs, creates and maintains official Web materials for the purpose of teaching, research, marketing, public relations, service to the community, and administrative operations. Official Web materials must be broadcast on servers belonging to Cardinal Stritch University unless specific exception is granted by University Public Relations in consultation with the Office of Information Services. The following requirements apply to such materials:

- All official Web materials developed should make a best effort to comply with Section 508 accessibility standards of the federal government and must comply with the Americans with Disabilities Act.
- Primary units are to coordinate design format with Public Relations unless specific exception is granted by Public Relations.
- If an exception is granted, the primary unit is to develop a design format that adheres to the standards of the University as referenced in the Graphic Standards Manual.
- A device or mechanism to associate the material with Cardinal Stritch University, located in a prominent place. This device or mechanism must be an official mechanism of the University (e.g. the Stritch logo, the Athletics logo, etc.). Please note: using the text “Cardinal Stritch University” is not an acceptable substitute for an official University device or mechanism. See the Graphic Standards Manual for proper online logo usage.
- Web sites having gone through major revisions or newly developed Web sites are to be submitted to Public Relations for a site review.
- Standards pertaining to the visual appearance of official University materials are the responsibility of Public Relations and must be followed for electronic publications (official Web materials) just as they would be for any other publication.
- Guidelines for official Web materials together with instructions for their implementation are maintained by Public Relations.

Official Internal Web Materials
Internal Web materials are official Web materials that are developed to target an internal audience and which are restricted by password or network/server security from being accessed by anyone outside of the campus community. Internal Web materials are exempted from University Public Relations review. However, these sites must still abide by the Graphic Standards Manual.

Off Site Web Materials
Web materials of Cardinal Stritch University which for technical or professional reasons are not hosted by the University must still comply fully with the specifications of this policy. Web sites which are not official Web materials or not under the authority of Cardinal Stritch University may under no circumstance use any logos that would identify them directly with the University unless specific permission is granted by Public Relations.

Hosted Web Materials
Cardinal Stritch University benefits from and is proud to support the broader professional and academic efforts of its faculty and staff. The University may provide Web site hosting for professionally or institutionally relevant sites for faculty, staff or students on a case by case basis. All hosted materials must comply with relevant laws, regulations and University policies and procedures at all times. If Public Relations or the Office of Information Services determines a site does not conform to these requirements, they reserve the right to require the site owner to make corrections or adjustments. In any circumstance, the University reserves the right to remove hosting for any site at any time for any reason without prior notice to any related party.

All Web Materials
- All Web sites must comply with all appropriate laws and regulations including but not limited to HIPAA and FERPA.
- Images or information for which the University does not own the copyright or has not obtained permission from the copyright holder, or images or information which cannot be shown with certainty to be in the public domain are prohibited on university webpages.
- When using photographs of any individual, including faculty, staff, students or visitors, or photographs of specific groups, written permission must be obtained by using the University’s photo release form. In addition, a signed HIPAA release form must be obtained before taking photographs of patients. Each department or unit is responsible for keeping their signed forms on file so long as they may use the image.
- In the interest of security, all Web sites of Cardinal Stritch University must be broadcast on Web servers which have been approved by the Office of Information Services.

All departments and other units of the University must use the University’s domain, stritch.edu, for their Web sites.
--Programs which are joint activities with an outside entity (e.g., another university, state agency, local government) may be permitted to use an alternate address. Any affiliated corporation or other activity sufficiently independent of the University by the nature of its mission may also be permitted to obtain an alternate address. If a situation should arise where a site must be hosted by an outside entity, Public Relations must approve the acquisition of any alternate address which includes “Stritch” in its name.

- All University owned and/or managed domain names are to be reported to Public Relations for inventory documentation purposes.
- As of this revised policy, University Marketing will begin recommending the elimination of off-brand sites which serve the same audience(s) as the primary University site.
The University is not responsible for the content of personal Web sites for students, faculty, staff, and alumni, or organizations thereof, which are not actually part of the University. However, any such site maintained by a member of the University community must not state or imply that it is an official site of Cardinal Stritch University and include a disclaimer to that effect.

- Use of advertising should be scrutinized to ensure that the promotional materials advance the mission of the University and adhere to the Franciscan values.
  - Logos of agencies with which the University partners and logos of prominent grant, fellowship and honor programs consistent with the mission of the University are permitted on University Web sites only with permission from Public Relations. Unobtrusive logos of software companies on Web pages provided by their software are permitted. Requests for use of corporate logos to be used in a non-advertising circumstance may be submitted to Public Relations to be approved or denied on a case-by-case basis.
  - University Web sites may be used to sell products or services which directly support the educational, research, clinical or outreach mission of that department (e.g. event registration). Commercial activities which indirectly support these efforts such as promotional items must follow the existing purchasing requirements of this policy for any reason, be it technical, legal, logistical or other, they may choose to request either an exception to the policy or a change in the policy. Such requests should be sent to the Office of Public Relations and the Office of Information Services for review.

Any content that is deemed by University leadership to be inappropriate, offensive, and/or illegal must be removed by either the content administrator or by the appropriate Stritch personnel.

- All social media content platforms used in promotion of Stritch departments, programs, centers, clubs, organizations, etc. shall become the official property of the University, and any administrator who leaves the University or changes roles agrees to relinquish administrative rights to those social media content platforms.
- Stritch will not monitor personal social media presences, but will address issues as they arise. Only social media platforms that have been submitted for appropriate review will be listed in the Stritch social media directory.

**Political Activity in the Digital Space**
Cardinal Stritch University, a 501(c)(3) organization, has a responsibility to a wide variety of stakeholders, accreditors, and governing organizations both public and private. The digital presence of the institution must align with best-practices that do not jeopardize our good standing in these organizations or compromise the institution’s 501(c)(3) status.

The University is prohibited from participating in, or intervening in, any political campaign on behalf of, or in opposition to, any candidate for public office. This rules comes from the language in section 501(c)(3) of the Internal Revenue Code (IRC). Generally, this means an organization cannot make contributions to candidates (whether cash or in-kind); cannot make endorsements (whether in support or in opposition to a candidate); and cannot allow the use of the organization’s resources without giving equal opportunity to other candidates.

501(c)(3) organizations should not only ensure their printed material is in compliance, but also their online material as well. This is a particular tricky area because organizations can connect to candidates in so many different ways (e.g., providing links to candidates’ websites; “friending” or “liking” on Facebook; “following” or “tweeting/retweeting” on Twitter) and the law in the area is still developing. Generally speaking, certain online activity can constitute violations of the electioneering prohibition and organizations should therefore apply just as much care to their online conduct.

**Exceptions and Applicability**
This policy is generally applied to all Web sites hosted by, funded by or directly associated with Cardinal Stritch University.

If an individual or group feels that they are unable to meet the requirements of this policy for any reason, be it technical, legal, logistical or other, they may choose to request either an exemption to the policy or a change in the policy. Such requests should be sent to the Office of Public Relations and the Office of Information Services for review.

**Enforcement**
Violations of these policies may result in the immediate removal of the offending site or materials. Serious violations will be referred directly to the appropriate University or outside authorities for appropriate legal or personnel action.

**References**
- Section 508 Accessibility Information
  http://www.section508.gov
- Americans with Disabilities Act (ADA) Information
  http://www.ada.gov
- Family Educational Rights and Privacy Act (FERPA)
- Health Insurance Portability and Accountability Act (HIPAA):
  http://www.hhs.gov/ocr/privacy/
- Political Activity as a 501(c)(3) Organization
  http://www.nonprofitlawblog.com
Definition of Terms

**Accessibility** – The ease of presentation and utility to all users particularly understood to include those with disabilities. With regard to the University Web site, disabilities of note include blindness or limited vision, colorblindness, a wide range of disabilities that require limited use of a mouse or keyboard, hearing impairment and others.

**All Web Materials** – All official web materials as well as any other Web materials even if of a personal nature served from computers belonging to Cardinal Stritch University or its units.

**Digital Space** – Includes all University webpages, blogs and social media accounts known at of the date of this policy or created anytime thereafter.

**Hosted Web Materials** – Web materials created for an entity other than Cardinal Stritch University which are served from computers belonging to the University or its units.

**Internal Web Materials** – Official Web Materials which are restricted by password or network/server security from being accessed by anyone outside of the campus community.

**Logo** – A name, symbol or trademark officially registered or adopted for identifying an organization and/or its products.

**Off Site Web Materials** – Official Web materials which are served from computers that do not belong to Cardinal Stritch University or its units.

**Official Web Materials** – Web materials created by or for a unit or employee of the University carrying out the University’s mission in teaching, research, service to the community, or administrative operations.

**Primary Unit** – A unit which reports to the president, the provost, a vice president, a dean or a director.

**Public Web Materials** – Official Web materials which are available to any segment of the general public (i.e. not internal Web materials).

**Site Review** – A specific series of evaluations conducted by Public Relations to ensure a Web site conforms to University policy and standards, does not violate copyright or other legal proscriptions, presents a professional and consistent appearance, functions properly and is properly supported.

**Web Materials** – Electronic documents created for the purpose of displaying either on the World Wide Web or in a Web browser. These documents may be static or dynamically assembled at the time of request.