

## WEB POLICY

<b>Section</b>	Marketing and Communications
<b>Contact</b>	Executive Director, Marketing and Communications
<b>Last Review</b>	August 2023
<b>Next Review</b>	August 2027
<b>Approval</b>	SLT 21/03/36

### Purpose:

Massey's websites are the university's primary medium for reaching all new, existing markets, and enrolling new students. These websites are a platform for promoting Massey University and communicating our research and teaching to the communities we serve. Massey's web presence is a key communication platform for enacting our role as critic and conscience.

The purpose of this policy is to ensure that the university's websites conform to web best practices, serve their users, and ensure that the Massey brand is used in a professional, consistent manner.

Te Reo Māori, Te Ao Māori and Kaupapa Māori will be an integral part of Massey's web presence in accordance with the Matua Reo Kaupapa – Māori Language Policy and in alignment with Massey's aspiration to be a Te Tiriti o Waitangi-led institution.

### Policy:

This policy provides a set of principles that will enable effective marketing and audience engagement to meet the expectations of an increasingly digitally savvy population, and to support the strategy of the university. Upholding our responsibility as critic and conscience, Massey University aims to provide user-centric, informative, accurate, consistent, compliant, and up-to-date websites that promote the teaching, research, values, and culture of the university.

### Audience:

This policy applies to the online presence of any department, group, centre, or other organisational unit that is a part of, or owned, managed, and staffed by the university, or funded via the university, including platforms that are hosted wholly on Massey platforms or with a different service provider.

### Policy statements

1. It is expected that all staff involved with the university's websites will comply with the laws of New Zealand and the regulations and policies of Massey University.
2. Content publishers are responsible for ensuring compliance with the Web Policy to maintain the quality and integrity of the university's websites.

3. The Digital Content team is responsible for providing services to assist content owners on the public Massey website ([www.massey.ac.nz](http://www.massey.ac.nz)) and the Massey events website ([events.massey.ac.nz](http://events.massey.ac.nz)) to ensure that best practice content standards are met as per Massey Web Content Standards.
4. ITS will support and assist website owners on designated Massey platforms to help them comply with the Web Policy and ensure best practice technical standards are met as per the Massey Web Security Standards.
5. Websites and web content hosted outside of Massey's designated systems are the responsibility of the website owner and are not supported by the Digital Content team or ITS. Website owners are responsible to ensure their websites comply with the Web Policy and Massey Web Security Standards.
6. It is expected that all staff involved in the university's websites will comply with its governance structure and workflows.
7. The Digital Content Manager, Executive Director, Marketing and Communications, Chief Information Officer and/or the Deputy Vice-Chancellor Students and Global Engagement as their representative may take appropriate steps to remove content and/or functionality that may result in legal liability, damage to the reputation of the university, or breaches to web security, and for managing the process of taking appropriate steps to restrict access to, or take down, websites or online applications where they may pose a risk to the university.
8. The Digital Content Manager is responsible for the review of this Web Policy and the Massey University Web Content Standards, as required under the university's Policy Framework.
9. Adherence to the Web Policy is essential to conduct the university's business and avoid breaches of law and security. The Digital Content Manager, the Executive Director, Marketing and Communication, and/or the Deputy Vice-Chancellor Students and Global Engagement as their representative have the authority to withhold or withdraw the right to publish or to withdraw from circulation any material that does not comply with the Publication and/or Web Policy or material that may bring the university into disrepute. This could occur without prior notice if the nature of the material may place the university at serious risk; however, in ordinary circumstances a procedure and timeframe will be established with the Content Owner for suitable amendments to be made. This is the responsibility of the Content Owner in the first instance.

## Branding

All content should comply with the Massey University brand, be clearly identifiable as part of the university, and reflect Massey values. It should conform to the current branding standards as outlined in the Massey Brand Guidelines and Massey University Style Guide.

## Website content

The university's websites will maintain high standards of content by managing the publication, review, maintenance and archiving of content according to this policy. All content should adhere to Massey's Web Content Standards. Confidential or sensitive content will be restricted to the appropriate audience.

Content should be:

- Up to date (no older than 12 months) and accurate
- Clear and unambiguous
- Written in a tone and language appropriate for its audience, and appropriate to the web medium.
- Consistent with web accessibility standards
- Sourced from primary official sources and have been fact-checked with permission to publish.

- Archived when no longer current.

## **Website accessibility**

The university's websites will provide a high standard of accessibility for all users, including those with disabilities and physical impairments, and will meet the New Zealand Government Web Standards.

## **Functionality and security**

The university's websites will:

- Be built and operated using Content Management Systems designated by the Digital Content Manager and Information Technology Services.
- Adhere to current applicable web standards and use syntactically correct code in accordance with Massey University's Web Content Standards and Web Security Standards
- Be hosted on and served up through the university's network or through other services/networks designated by Information Technology Services and adhere to the university's Security and Information Record's Management Policies and Standards to prevent insecure websites and online applications creating risk or causing damage to the university.
- Not request personal information or allow the submission of personal information through any means without the prior approval of the university's Privacy Officer.

## **Relevant legislation:**

Crimes Act 1961  
Defamation Act 1992  
Films, Videos and Publications Classification Act 1993  
Human Rights Act 1993  
Privacy Act 2020  
Copyright Act 1994  
Unsolicited Electronic Messages Act 2007  
Harmful Digital Communications Act 2015  
The General Data Protection Regulation 2016/679

## **Related procedures and documents:**

Policy on Academic Freedom, Free Speech, and Freedom of Expression  
Internet Use and Digital Communications Policy  
Cloud Policy  
Data Classification Policy and Framework  
Information Records Management Policy  
Privacy Policy  
Research Use of Information Technology Infrastructure Policy  
Media Commentary Policy  
Social Media Policy  
Publications Policy  
Matua Reo Kaupapa – Māori Language Policy  
Policy on Staff Conduct  
Brand Guidelines  
Massey University Style Guide  
Massey University Web Standards

Massey University Web Security Standards  
New Zealand Government Web Standards  
Web Accessibility Standard 1.1  
Web Usability Standard 1.3  
Māori@Massey Strategy  
Copyright agreements

**Document Management and Control:**

Prepared by: Digital Content Manager  
Authorised by: Executive Director, Marketing and Communication  
Approved by: SLT 21/03/36  
Date issued: August 2023  
Next review: August 2027