



Policy Title	World Wide Web Publishing Policy
Issue Date	February 1, 2007
Effective Date	September 1, 2024
Last Reviewed/Updated	May 15, 2024
Responsible Office	Office of the Vice President of Information Technology and Chief Information Officer
Contact Information	Office of the Vice President of Information Technology and Chief Information Officer, Office of Cybersecurity Phone: 470-578-6620 Email: ocs@kennesaw.edu

1. Policy Purpose Statement

Kennesaw State University (KSU) encourages faculty, staff, and students to publish on the World Wide Web (WWW) within the constraints of existing laws and policies. Through this medium, KSU offers a rich opportunity for the institution and individuals associated with KSU. However, use of the WWW presents a dichotomy for policy makers to ensure the appropriate freedom of expression while maintaining a consistent, cohesive, institutional presence.

This policy imparts minimal stylistic guidelines and provides general guidance to the legal implications of publishing on the World Wide Web. Development of WWW content is subject to applicable University policies such as copyright, fair use, and intellectual property rights; Federal Educational Rights and Privacy Act; Federal Computer Abuse Amendment Act; Federal Electronic Communications Privacy Act; and other applicable state and federal laws.

2. Background

The KSU World Wide Web Publishing Policy complies with the University System of Georgia (USG) information technology policies. Pursuant to the USG *Information Technology Handbook*, Section 5.1., KSU is required to “Build a cybersecurity program and program plan, which includes policies, processes, and procedures.”

3. Scope (Who is Affected)

The KSU World Wide Web Publishing Policy addresses content hosted on official KSU home pages, other official ancillary pages, and unofficial/courtesy University Web pages. This document, along with the *World Wide Web Publishing Standard*, provides guidelines for content published by KSU authorized users.

4. Exclusions or Exceptions

Exceptions to the World Wide Web Publishing Policy, outside of those previously discussed, will be evaluated on a case-by-case basis by the Office of the Vice President of Information Technology and Chief Information Officer.

5. Definitions and Acronyms

Definitions are available via the Information Technology Glossary in the [KSU Policy Portal Glossary](#).

6. Policy

6.1 Web Management Framework

The Office of Strategic Communications and Marketing oversees the appearance (visual identity) of content on official University websites.

The Office of the Vice President of Information Technology and Chief Information Officer manages the University servers, system configuration, resources, and technical issues regarding Web accounts. The Office of the Vice President of Information Technology and Chief Information Officer will coordinate with the Office of Strategic Communications and Marketing to determine which content is ready for publication on the server.

The Office of the Vice President of Information Technology and Chief Information Officer is responsible for reviewing and approving all official and unofficial KSU website domain registrations. Requests can be made through Technology Purchases at <http://uits.kennesaw.edu/techpurchases/>.

Standards for all World Wide Web content are established by the Office of Strategic Communications and Marketing in partnership with the Office of the Vice President of Information Technology and Chief Information Officer. All KSU Web content must comply with these standards.

All instances of Drupal and Wordpress must be reviewed and approved by the Office of the Vice President of Information Technology and Chief Information Officer. Requests must be made through the UITS Service Desk.

6.2 Official University Pages

For the purpose of this policy, an official University page may represent the University or an organizational unit of the University and is either hosted on or linked from www.kennesaw.edu. Examples include University colleges, academic departments, administrative offices, and University research outreach centers and institutes. There are two types of official University pages: official home and official ancillary. Official home pages refer to pages so designated by the Office of the Vice President of Information Technology and Chief Information Officer and are the first pages designated by major organizational units of the University. Official ancillary pages are any other pages associated with that home page and are so designated, including supporting information or associated student organizations.

The Office of the Vice President of Information Technology and Chief Information Officer designates official home pages, and the Office of Strategic Communications and Marketing must approve their design and content. If an official home page or official ancillary page links to an unofficial page, the official page must carry a disclaimer of Kennesaw State University for the content of the unofficial page.

KSU's WWW content is an official publication, external marketing tool, and University-wide

information source. As with printed publications, only approved University content is communicated on the KSU home page and all institutional links.

6.3 Unofficial "Courtesy" University Pages

As University resources may allow, unofficial or "courtesy" pages may be accommodated within the University's network. For the purpose of this policy, an unofficial University page is defined as any page published using any resource belonging to KSU that does not fall into the category of official University pages. Examples of these include student organization pages, club pages, and professional organization promotional pages.

University officials recognize the challenge of reviewing all information published electronically by KSU authorized users and therefore disclaims any responsibility for the content of unofficial pages. The University reserves the right to review and investigate any content published with the use of KSU resources and to enforce these policies with respect to such content. The *World Wide Web Publishing Standard* is provided to guide and assist faculty, staff, and students who create WWW content.

7. Associated Policies/Regulations

USG [Information Technology Handbook](#), Section 5.1, USG Cybersecurity Program

8. Procedures Associated with this Policy

[World Wide Web Publishing Standard](#)

9. Forms Associated with this Policy

As required by policy, regulation, or procedure.

10. Violations

Content that is found to be in violation of this policy or any other applicable University policy or regulation may be subject to revocation and other disciplinary actions.

Failure to adhere to these and the policies described herein may ultimately lead to revocation of the privilege to use KSU computing resources.

11. Review Schedule

The Office of Cybersecurity will review the World Wide Web Publishing Policy annually.

For use by the KSU Institutional Policy Facilitator Only

At Kennesaw State University, institutional policies that have undergone the established shared governance review and feedback process are presented to the President and Provost for final approval. The signatures below indicate this institutional policy has been reviewed and approved by the President and Provost.

DocuSigned by:

Dr. Kathy Schwaig, October 28, 2024

11EA3F49C7FD4B9
 Dr. Kathy S. Schwaig,
 President
 Kennesaw State University

DocuSigned by:

Dr. Ivan Pulinkala

26412C41D0DE4E2...
 Provost and Executive Vice President for
 Academic Affairs
 Kennesaw State University

October 28, 2024

