



Section 1.0 — Content and Presentation

Complementary standards for MU Web sites are necessary to maintain consistency in presenting official online resources and to ensure that MU's presence on the Web is reflective of the quality of an AAU flagship institution.

The University Affairs Division is responsible for integrating external communications at the University of Missouri-Columbia. Two departments within University Affairs are charged with managing the publishing guidelines for their respective areas. The Office of Publications and Alumni Communication maintains the print publication guidelines. The Office of Web Communications maintains the Web publication guidelines.

- .1 Each official and publicly viewable MU Web site (school, college, division, department, unit, center, and program) should adhere to the following standards:
 - .1.1 Have an intuitive URL: Domain names should be intuitive and reflective of an academic or administrative unit's affiliation with MU. It is strongly recommended that all units adopt a virtual domain name that is brief and marketable.

Not preferred: <http://www.missouri.edu/~jour/>
Preferred: <http://journalism.missouri.edu/>

MU divisions, departments, units or organizations desiring domain names other than missouri.edu must gain approval from the MU Marketing Committee. Contact Marc Long in University Affairs at 882-4523.

- .1.2 MU Web editors should review and update content regularly to maintain currency.
 - a. Review contact and deadline information every semester.
 - b. Check all site links at least quarterly; monthly is recommended.
 - c. Remove outdated pages from server.
 - d. All pages must have a last revised date.

- .1.3 MU Web site writing style should follow *The Associated Press Stylebook* and exceptions as published in the MU Editorial Guidelines and discipline-specific style guides.
- .1.4 All official MU Web sites should use consistent internal site navigation and include a link to the site's home page on every page of the site.
- .1.5 Generic e-mail addresses should be used in Web site contact information with more than one person monitoring the Web site inbox for contacts. Departments should develop standards for responding to Web site e-mail.
- .1.6 All MU Web sites must meet the standard MU Web criteria before launch. Criteria are published and maintained at <http://webcom.missouri.edu/>.
- .2 Each *page* of an official MU Web site intended for an external audience should have:
 - .2.1 A unique title. The title appears in the upper-left of Web browsers and is used for personal bookmarks.
 - .2.2 The stacked MU logo; the name of the division, department, unit or organization; and the words "University of Missouri-Columbia" must appear at the top of all official Web pages. The stacked MU logo must always link back to the main MU homepage at <http://www.missouri.edu/>. For examples of acceptable uses, visit <http://webcom.missouri.edu/policy/>.
 - .2.3 Academic or administrative unit and department or division identity and links to those Web sites.
 - .2.4 Compliance with provisions of the Americans with Disabilities Act. (*See Section 2.0, "Legal and Liability."*)
 - .2.5 Contact information or a link to the following – unit phone number, e-mail address, physical address and fax. Each unit should establish procedures for listing individual e-mail addresses on its official Web sites and carefully consider the risks of publishing them.
 - .2.6 Images that are optimized for efficient downloading.

- .2.7 Signed releases for all photographs. (*See Section 2.0, "Legal and Liability."*)
- .2.8 Copyright and statement of non-discrimination at the bottom of each page. (*See Section 2.0, "Legal and Liability" for approved format.*)
- .2.9 A last revised date on each page of all sites.
- .2.10 Link or form for a Web site search. (*See Section 3.0, "Infrastructure and Security."*)
- .2.11 No commercial advertising. Advertising on MU Web sites as described under UM System's MOREnet consortium agreement is prohibited. (*See Section 2.0, "Legal and Liability."*)

Section 2.0 — Legal and Liability

These recommendations do not constitute legal advice and are provided for general information only. For specific legal questions, please contact the University of Missouri Office of the General Counsel at (573) 882-3211.

- 2.1 **Acceptable Use:** The University of Missouri's Acceptable Use Policy (AUP) for information technology applies to Web sites. See <http://iatservices.missouri.edu/aup/>. The AUP makes reference to federal and state laws, university regulations, intellectual property rights, software licensing requirements, and prohibitions against plagiarism and obscenity. The policy includes sanctions for violations.
 - a. MU Web editors are responsible for understanding and complying with the AUP and other laws, rules, policies, contracts, and licenses that might be applicable to their particular sites.
 - b. MU Web sites shall not be used for personal commercial purposes or for personal financial or other gain. Web sites shall not state or imply that they represent the University, or use University trademarks or logos, unless so authorized.
- 2.2 **Accessibility:** Official MU Web sites shall be accessible to people with disabilities. It is the responsibility of each MU unit and its Web page developers to become familiar with the guidelines for achieving accessibility and to apply these

guidelines in designing any official MU site.

- a. The Guidelines of the World Wide Web Consortium (W3C) shall be the standard for Web accessibility and Americans with Disabilities Act compliance. The W3C Web Content Accessibility Guidelines are at <http://www.w3.org/TR/WAI-WEBCONTENT/>. Also applicable is a Missouri law (RSMo Section 191.863) regarding information technology: “When developing, procuring, maintaining, or using information technology, each state department or agency, shall ensure, unless an undue burden would be imposed on the department or agency, that the information technology allows employees, program participants, and members of the general public access to and use of information and data that is comparable to the access by individuals without disabilities.”
- b. Priority shall be given to accessibility of Web pages with core institutional information such as admission, registration, advising, course information, and student services information. Units with sites containing this information should establish priorities for ensuring access to their pages beginning with the pages being used or requested most often.
- c. Each official Web site must contain an accessible link or a person to contact if users have trouble accessing content within the site.
- d. In a few instances, it may not be feasible to make a Web site fully accessible. In such instances, units must provide accessible information on the site about alternative and equivalent means of obtaining the otherwise inaccessible materials (for example, e-mailing or phoning).
- e. The MU Information Technology Committee and IAT Services will conduct periodic accessibility audits of MU sites and will notify site owners if they are non-compliant with these requirements. Site owners, so notified, will be expected to become compliant within 60 days thereafter or incur sanctions, which may include removal or relocation of the site.

2.3 **Copyright:** Copyright protection is granted by law to authors of published and unpublished materials. MU Web sites must respect and abide by copyright law, as well as maintain copyright ownership of the University’s materials and resources.

- a. Web editors shall become familiar with copyright and fair-use requirements and obtain releases for copyrighted materials. MU has a Web page with

detailed information about copyright requirements:

<http://www.missouri.edu/copyright.htm>. This site includes information about policies on using campus logos and trademarks.

- b. MU Web pages shall be copyrighted in a standard format.

© [year] — Curators of the University of Missouri
DMCA and other [copyright information](#).
All rights reserved.

*The words “copyright information” should link to the MU Web page:
<http://www.missouri.edu/copyright.htm>.*

- 2.4 **Privacy:** Missouri courts recognize tort actions relating to invasion of privacy, including 1) publication of private embarrassing facts; 2) appropriation of name or likeness; and 3) publicly placing one in a false light. In addition, there are federal statutes governing the release or publication of personal information. Web editors shall be aware of, in particular, the Family Educational Rights and Privacy Act (FERPA), and the Health Insurance Portability and Accountability Act (HIPAA).

- 2.4.1 **Family Educational Rights and Privacy Act (FERPA):** MU Web editors posting any information about students or “educational records” must understand and comply with FERPA. FERPA protects the privacy of the “educational records” of current and former students.

This law requires that most information about individual MU students not be disclosed without express written consent from the student. This includes:

- Sex
- Grades
- Student number
- Race / ethnicity / nationality
- Social Security Number

Disclosure of “directory information” is generally permissible, although students have the option to prevent this disclosure as well. Directory information includes:

- Sex

- Name
- Address
- Degrees and awards received
- Telephone listing
- Weight and height of members of athletic teams
- E-mail address
- Enrollment status in any past or present semester
- Dates of attendance
- Participation in officially recognized activities and sports
- Date of birth
- Place of birth
- Most recent education agency or institution attended
- Major field of study.

Before posting such information on a Web site, MU Web editors must check with the MU Registrar's Office at umcunivregistrarwr@missouri.edu to be certain that the student has not exercised his or her right to restrict disclosure of this information. Additional information about FERPA is available at:

- Office of the University Registrar
http://registrar.missouri.edu/Policies_Rules_and_Regulations/ferpa.htm
- Campus Institutional Review Board
<http://www.research.missouri.edu/cirb/>
- Health Sciences Institutional Review Board
<http://www.research.missouri.edu/hsirb/>

2.4.2 Health Insurance Portability and Accountability Act (HIPAA): MU Web editors posting any individual health-related information must understand and comply with provisions of the Health Insurance Portability and Accountability Act (HIPAA). Before posting any such information, Web editors must check with the campus or Health Sciences Institutional Review Board (IRB).

- a. HIPAA regulates the use and disclosure of individually identifiable health information. The law applies to health care plans, health care providers, and research at MU.

- b. MU Web sites must not divulge an individual's mental or physical past, present or future health information, health care or payment for health care without permission from that individual. This prohibition includes all personal health information created or gathered through research activities. Faculty, staff, students, fellows and anyone (paid or unpaid, student or non-student) who has access to personal health information must abide by HIPAA regulations.

2.4.3 MU Web editors must also use sound judgment by:

- a. Not posting information about others that could be embarrassing or otherwise the subject of potential litigation (please also see "Defamation" below).
- b. Being cautious about requesting personal information on Web forms.
- c. Obtaining release forms (or documenting the attempt) from subjects of photographs before posting photographs online of people that MU or an agent of MU has taken. The release form is available at <http://webcom.missouri.edu/>.

2.5 **Plagiarism:** Plagiarism is the act of passing someone else's work or ideas as one's own.

- a. MU Web editors shall not plagiarize or publish plagiarized content.
- b. MU Web editors shall develop mechanisms to ensure the accuracy and authenticity of site content, consistently working with content contributors to properly cite the work of others and give credit for original work.
- c. When unsure about the potential risk of content, consult the UM General Counsel's Office for assistance.

2.6 **Reuse of materials:** Members of the campus community are welcome to reuse institutional public relations material developed by departments within the University Affairs division. These departments include Web Communications, News Bureau, Marketing Communications, Publications and Alumni Communication, and Constituent Relations. Please check with the originating department by phone or e-mail to request permission and to obtain any

instructions as to proper credit. These permissions are routinely granted. For more information, call 884-8075.

- a. **Permissions:** Some materials, such as donor profiles, should be handled with care. In many instances, a donor may give permission for his/her story and/or photo to be used in print or on a specific Web site, but may not be comfortable with unlimited use of the information. That is why donors must be re-contacted by their development officer regarding permission for additional use. The main development phone number is 882-7703.

2.7 **Defamation & Libel:** Defamation and libel focus on statements that intentionally and fallaciously attack a person's character. Special care must be taken when publishing defamatory or libelous content. Certain circumstances provide "privilege" to publishers, leaving little or no risk. However, those circumstances vary by situation and are courses of action that are best determined by legal counsel.

- a. MU Web editors must be cautious to avoid publishing materials that might be considered defamatory or libelous. A good rule of thumb is to consider how you would feel if what you posted was about you.
- b. When unsure about the potential risk of content, consult the UM General Counsel's Office for assistance.

2.8 **Harassment:** Harassment is behavior (word or action) directed at a specific individual with the intent to disturb or cause distress. Numerous forms of harassment can result in litigation and criminal prosecution.

- a. MU Web editors must be cautious to avoid posting any content that an individual might perceive as specifically intended to harass him or her.
- b. When unsure about the potential risk of content, consult the UM General Counsel's Office for assistance.

Section 3.0 — Infrastructure and Security

MU's Web infrastructure contains central and stand-alone resources, making consistent support and service models challenging. Opportunities exist for MU Web editors and administrators to leverage central resources and leverage their benefits.

MU Web editors should leverage central resources whenever possible to contain costs to the department and benefit from support, security, backup and disaster-recovery.

- 3.1 **Search Engine:** MU Web developers should have search functionality on sites they operate. IAT Services provides the Digger search engine for Web sites hosted on the Bengal server. Developers can contact the Help Desk at 882-5000 to request that Digger be set up on their Web sites.

- 3.2 **Security:** Security of the MU campus network and campus Web servers is the responsibility of IAT Services and the departmental information technology professionals.
 - a. MU Web administrators should register their servers via the campus registration process (<http://iatservices.missouri.edu/security/registry/>), providing IAT Services with contact information in emergencies.

 - b. MU Web administrators must periodically install updates and security patches, as needed.

- 3.3 **E-Commerce:** IAT Services offers e-commerce services and works closely with UM System staff to meet strict system and security compliance requirements.
 - a. MU Web editors and administrators should work with IAT Services to develop effective e-commerce strategies for their specific situations, ensuring complete compliance with all university guidelines and policies.