

Web Policy

This policy provides the guidelines for the publication of information on the World Wide Web as well as guidelines for implementing this policy to assure creative and accurate information representative of Harding University.

The overarching goal is to assure that any officially provided data viewed by anyone outside the University is accurate, consistent and credible and has been approved through the appropriate channels. It is also our goal for the faculty and staff to be able to publish freely and openly within the constraints of local, state and federal laws, including copyright laws.

Please work with us by following this policy as you publish information on Harding's web sites.

Approval of Official Documentation

All official Harding University electronic publications must be approved by [University Communications & Marketing \(UCM\)](#). An official document is any form of communication that aims to speak for Harding University and its official programs and departments. Some examples are:

- **University, college and departmental policies,**
- **official forms, academic/curriculum information,**
- **institutional statistics,**
- **recruitment materials,**
- **financial aid guidelines, etc.**

All such official documents must have a comment at the bottom of all files containing a contact name and email address. [UCM](#) must approve the creation of new official documents and webpages and will determine the format of this comment line.

Harding's Website

As a whole, Harding's website with its many different pages represent the University to the world. With this in mind, a uniform look for the site must be maintained. This helps visitors find the information they want and provides a professional, consistent design style to the site (from here on called the Harding brand). Therefore, the home page, high-traffic areas of the site and all important pages linking from it will align with the Harding brand and design templates. Please contact [UCM](#) or [Information Systems and Technology \(IS&T\)](#) if changes need to be made to the website.

Administrative Websites:

Administrative, event and academic areas of the site fall under the above description of major areas and will need to have the Harding brand. Therefore UCM and IS&T will need to help build and edit these sites to maintain brand consistency including content, layout and design.

Uniform sites: Uses a standard design template within our CMS platform

IS&T maintains the uniform areas of the site and will update content as needed when informed by UCM. Because of the uniform design and consistency, changes can be made more quickly and easily.

Uniform sites are the majority of pages found within the [harding.edu](#) website. The style guide for uniform sites within Harding's main web presence can be found at [harding.edu/ucm](#).

Non-uniform sites: Uses a design differing from the standard template within our CMS platform

Non-uniform sites must at least have a similar brand to Harding University's website. UCM will have the final decision on whether or not a design is acceptable. IS&T cannot maintain such sites since they were not created by IS&T. This means they are much more time-consuming and possibly more difficult to change. The person maintaining it must be a Harding employee. Students should not maintain sites. Non-uniform sites will also open in a separate browser window to leave the Harding site with its major links available to the visitor in the original window and to keep the Harding brand present in the user experience.

Examples of non-uniform sites include: <https://thelink.harding.edu/> and <https://hardingsports.com/> (This .com address is required by the NCAA for a Sports site.)

Required elements are as follows:

1. All names used are official names as recognized by Harding University. Example: Harding University, Harding or Harding School of Theology.
2. All photos and images used must have the express written permission of the person or organization that owns the image. Photos must be approved by UCM.
3. All trademarks used must have the express written permission of the person or organization that owns the trademark.
4. All copyrighted material used must have the express written permission of the person or organization that owns the copyright.
5. All websites must have at least one link back to the Harding University landing page ([harding.edu](#)).
6. Any use of the Harding University logo, seal or wordmark must be pre-approved by UCM. The seal, because of its official legal use, will be used sparingly on webpages. Refer to the [University's branding guidelines](#) for more information on logo use as well as fonts, colors and other brand elements.
7. The home page must have some description of the department. Sources may include the general catalog.
8. The home page must contain a generic contact email address for the department. IS&T can help set this up.

9. Colleges, departments or offices with web pages are responsible for providing accurate information to IS&T. If errors are observed, UCM or IS&T will inform the college, department or office of the inaccuracies, and these must be corrected immediately. **UCM and IS&T do not actively evaluate department sites once they are posted.** We will not always find old information, and that is why it is so important for the department to be responsible for its own content.
10. Webpages within the harding.edu Content Management System (CMS) platform that are inactive, not kept up-to-date and not used widely enough will be considered for removal.

Personal/Group sites and Legal Responsibilities:

Sites developed by individuals or groups are not the responsibility of Harding and must be maintained by that individual or group. This is also true for sites created through Google Sites, WordPress or other means that are associated with Harding.

Other addresses besides www.harding.edu are not to be used or purchased without going through an [approval process found in TechHU](#). This is especially true for .com addresses. Educational institutions are not allowed to use .com and must use a .edu address. Active sites that use a different address from harding.edu and were not approved must transition away from it to an acceptable solution. Use of Harding, HU or other branded language must be approved by UCM before domain names are acquired or used. Any site that is created by Harding employees or students that aims to represent Harding University must be pre-approved by UCM before launching or publishing the site for public use.

It is also recognized that each individual faculty and/or staff member will have individual requirements for his/her pages. However, the content of documents and pages outside the scope of the first two sections of these policies and guidelines must not violate any applicable export laws and regulations, must not constitute a copyright or trademark infringement, and must not otherwise violate any local, state or federal laws. Further, such pages shall be in good taste and must be in compliance with all appropriate Harding University campus policies and procedures below and including the [Student Handbook](#) and the [Employee Handbook](#). It is also expected that such content will not be in conflict with the policies and guidelines outlined herein. Harding University will not undertake to edit or pre-approve these pages, but any pages discovered that are in violation of these policies and guidelines shall be subject to immediate removal from the Harding website.

The following disclaimer must appear at the bottom of your site with your name entered in it:

DISCLAIMER

The information contained herein is for the sole purpose of information and education. YOUR NAME and Harding University do not guarantee the correctness of all information presented and are not liable for any reliance by the user on the information obtained through this website. However, every attempt is made to ensure the accuracy of the content. Please contact YOUR NAME if you find anything that is a concern.

Design Guidelines

For the convenience of those designing pages, these are some basic guidelines to keep in mind.

- All colors and fonts should be limited to 2 or 3 options site-wide and come directly from the Harding University Branding Guide located at harding.edu/branding. The style guide for uniform sites within Harding's main web presence can be found at harding.edu/ucm. Example: all body text in one color, headers or titles in another. To facilitate a Harding brand, black and gold colors are encouraged.
- Images are encouraged if they are of high quality but sized for quick download. Headshots of faculty or staff need to be secured through UCM. If the images serve no purpose, they probably do not need to be present.
- Please, no generic animated gifs, icons or logos pulled from the web.
- Proofread all material submitted for the website and inform UCM of new websites, new webpages and other changes.
- A consistent brand with Harding's other pages will need to be established by UCM and IS&T.

These guidelines are an attempt to maintain a high level of excellence in Harding's digital presence for both internal and external audiences.

Web Filter

Harding uses an internet content filtering system. It restricts access to internet sites that fall into certain categories. Harding has no direct control over what individual sites are blocked.

If you feel that a page has been blocked in error you can submit a [Web Filter Review Request](#).