

## SALC Web Governance<sup>1</sup>

### Objectives

- Recognising that the SALC website is key marketing tool used in the recruitment of students, to manage and develop the SALC website according to processes that are consistent and efficient across the School – and which also encourage a creative and innovative approach to the Web, within the UoM guidelines for web communication (visual and textual);
- Within a shared understanding of good practice and common processes, to enable Web content to be developed ‘locally’ according to the needs and aspirations of: Divisions/Subjects; Research Institutes and Centres; functional Directorates (such as Recruitment & Admissions, Teaching & Learning; Research &c); and units such as the ALC Graduate School;
- To work with the Faculty Web Team to provide the requisite support and training for SALC colleagues responsible for the development of Web content, including technical training in the University’s content management system and related online platforms (e.g. Columba events platform);
- To work with the Faculty Web Team to provide consistent, reliable and easily accessible technical support for academic and PSS colleagues who need to upload text, images &c;
- In collaboration with the Faculty Communications and Marketing team, to disseminate information about University and Faculty guidelines, policies and developments for external web-based communication in a timely and efficient way.

### SALC Web Committee

The SALC Web Committee is chaired by the Academic Web Director (member of the SALC External Relations team), meets two or more times per semester and comprises representatives from: SALC Divisions, centres which sit outside the divisional structure (including University Language Centre, Martin Harris Centre and HCRI), the Graduate School, Recruitment and Admissions, Teaching & Learning, Research Office, the SALC External Relations Manager and the Faculty Web Content Editor. The Faculty Web, Content and Digital Marketing Manager, Head of School and Head of School Administration are *ex officio* members of the Committee. The SALC Web Committee is a key part of the Faculty of Humanities Web Governance.

The role of the Web Committee is to:

- Cascade agenda items from the Faculty Web Board;
- Annually, agree School Web priorities in line with Faculty and School strategic objectives and submit these to Faculty Web Board;
- Provide a forum for discussion of all matters relating to the ALC website and social media, sharing expertise, good practice and innovation;
- Establish a network of ‘School Web Officers’ and assign ownership of content accordingly;

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<sup>1</sup> The ‘SALC Web Governance’ document will be reviewed by the SALC Web Committee every year

- Ensure that all Web Officers have undertaken the T4 Content Management System (T4 CMS) and 'Writing for the Web' training and any additional training that might be decided;
- Identify additional training needs and put the case for relevant training provision to Faculty;
- Prioritise areas of SALC Web development in line with Faculty and School strategic objectives, including those agreed by the School Marketing Committee, and coordinate these with the Faculty Web Officer and Faculty Web Content Editor;
- Debate and formulate SALC guidelines and processes for Web management and development (including the implementation of this governance model);
- Disseminate University and Faculty policies, processes and good practice guidelines to colleagues in SALC Divisions/teams, and, in coordination with the Faculty Web Content Editor, to advise on the production of new content for the Web;
- Advise on website and social media user testing and evaluation, review results and prioritise recommendations;
- Identify any usability or technical issues with the website or its widgets (e.g. Columba, social media card, etc) and propose the design of new website widgets for the website;
- Identify resource issues relating to the management and development of the Web, and, if necessary, put the case for additional or different allocation of resource to the School (and Faculty);
- Discuss changes to the main structure (tabs and navigation menus) of the SALC website
- Maintain a list of authorised T4 CMS users and conduct regular audits to ensure that all subject areas have trained users

It is required that all members of the SALC Web Committee that are assigned with the maintenance of a specific section of the SALC website have undertaken training in the 'T4 CMS' and 'Writing for the Web'.

### **School Web Committee Membership**

- School Academic Web Director
- External Relations Manager
- Divisional Web Representatives
- PSS Web Representatives (Recruitment & Admissions; Research; Teaching & Learning)
- Centres' and Institutes' Web Representatives (that sit outside the Divisional structure)
- Faculty Web Content Editor
- Faculty Web Officer
- Faculty Marketing Officer
- Faculty Web, Content and Digital Marketing Manager (ex officio)
- Head of School (ex officio)
- Head of School Administration (ex officio)

## Roles and Responsibilities

### SALC Academic Web Director

The SALC Academic Web Director will

- Work with Divisions/Subjects, School Directors, Research Centres and PSS teams to enable them to develop their respective areas of the website to communicate their activities as effectively as possible, including the use of text, images, video and social media;
- Through the School Web Committee, oversee the network of School Web Officers within the School;
- Chair the SALC Web Committee, and oversee the implementation of the SALC Web Governance structure;
- Work with the SALC Web Committee to develop a 'Web and Social Media Strategy and Plan' for the School;
- Chair the SALC Social Media Team;
- Identify the resources needed for further maintenance, development and evaluation of the School website;
- Represent the School on the Faculty Web Board, and be the primary academic point of contact between the School and the Faculty Web Team;
- Have a sound understanding of The University of Manchester Brand Guidelines and be able to advise colleagues on their interpretation, implementation and enforcement;
- Liaise with the Faculty Web Content Editor and the Faculty Web, Content and Digital Marketing Manager as and when required.

### SALC Academic Web Officers

Academic or PSS colleagues will take responsibility for appropriate web activity in their respective Subject Area/Division/Centre. They will be trained in the 'T4 CMS' and 'Writing for the Web' and have an understanding of The University of Manchester Branding and Visual Identity guidelines and how to implement them in practice.

A SALC Web Officer will:

- Be fully trained in the use of the T4 content management system
- Be trained in Writing for the Web
- Have "contributor's" access to 'T4 CMS'
- Be responsible for maintaining, managing and further developing their respective SALC website section, using T4 (or Wordpress in some cases), in line with The University of Manchester Brand Guidelines and with support from the Faculty Web Team;
- Be responsible for ensuring that their respective website section is accurate, informative and up-to-date;
- Ensure that any old content is removed or appropriately archived;
- Report any significant Web-related issues directly to the School Web Committee (via their Divisional Web Rep, where relevant) or Faculty Web Content Editor;
- Escalate issues using Remedy

### **SALC Web Representative**

Divisions and PSS Function Directorates will assign one of their Web Officers as their Web Representative at the SALC Web Committee

A SALC Web Representative will:

- In coordination with the Faculty Web Content Editor, plan an annual list of Divisional/Subject Area priorities for further development of the Division's/Subject Area's webpages in line with the SALC's Web priorities (e.g. more and new photography and videos in relevant pages; research impact related content; profiles of recent graduates etc);
- Hold Divisional/Function Directorate meetings prior to the periodic SALC Web Committee meeting (approx. 2 per term) in order to manage local web activity, discuss best practice and proposals and gather feedback/issues to be forwarded to the SALC Web Committee;
- Attend all meetings of the SALC Web Committee or arrange for a replacement attendee when they are unable to attend;
- Follow the local (i.e. Division/Function Directorate) approach to reporting from and acting upon SALC Web Committee discussions (e.g. that might include sending a brief report on a single side of A4 after each meeting of the SALC Web Committee to their Head of the Subject/Division/Function Directorate and fellow Web Officers in the Division/Function Directorate);
- Beyond essential communication duties, the Web Rep will also advocate for good practice across the Division's/Function Directorate's webpages and, where necessary, coordinate local web activities.

### **Faculty Web Content Editor**

The Faculty Web Content Editor will:

- Work with the Faculty Web Officers and colleagues within Schools to maintain a web presence for the School with a consistent look and feel for site navigation and content;
- Write persuasive copy and develop interesting content for the School website in line with the University's branding and visual identity guidelines;
- Create and maintain websites using approved Content Management Systems;
- In collaboration with Faculty Web Officers, will provide a website design and development service and will provide guidelines, training and support to colleagues based in Schools;
- Contribute to the ongoing development of the new web sites including those for Research Institutes and Centres;
- Support Schools to ensure agreed governance procedures for all web activity are adhered to;
- Assist individual academic colleagues or groups of colleagues who have/wish to establish a web presence in their own specialist field and ensure adherence to the University guidelines;
- Work with the Faculty Web Officers to develop and maintain a system for measuring and monitoring the use of the Faculty web sites by external and internal stakeholders and using this information to support on-going development work;

- Contribute to the development, maintenance and publicity of clear and concise legal, editorial, accessibility, usability and design guidelines for Faculty web pages and support the Faculty Web Team in identifying and responding to training needs to ensure a network of competent and experienced individuals across the Faculty to maintain a high-quality web presence in the longer term;
- Monitor Faculty and School web pages to ensure compliance with branding guidelines and other rules and guidance lay down by the University;
- Respond to and manage requests received by the University's IT Service Desk (Remedy) within agreed specified turnaround times;
- Moderate content added to the CMS by School based colleagues within agreed specified turnaround times;
- To liaise closely with colleagues in the Faculty Communications and Web Teams and appropriate colleagues within Schools and Faculty functions;
- Such other duties as may be required by the Faculty Web, Content and Digital Marketing Manager.

#### **Web Officer guidance for day-to-day website maintenance**

1. Website Guidelines and FAQs:  
<http://www.alc.manchester.ac.uk/staffintranet/staff-website-resources/>
2. Liaise with colleagues to decide how to spend any Subject Area's Web funding allocation and submit the relevant application to the External Relations team;
3. Ensure that all information included in the webpages of responsibility is up-to-date. If not, contact the relevant people to request the up-to-date information;
4. Gather and upload your Subject Area events on the Columba events system (your Division's Support Administrator has also access to this, so please liaise with them to avoid duplication. Find out your Division's Support Administrator <http://www.alc.manchester.ac.uk/staffintranet/staff-website-resources/faqs/>). These events appear then in three places:
  - a. The Subject Area's events page
  - b. The School's events page  
<http://www.alc.manchester.ac.uk/abouttheschool/whats-on/> and
  - c. The University's events page  
<http://events.manchester.ac.uk/highlights/>
5. Work with the Faculty Web Content Editor to create and upload new 'sliders' on the Subject Area's homepage when you'd like to showcase current news of your Subject Area (e.g. big conference; a piece of research; an interesting student initiative; etc);
6. Use the Remedy form <http://remedy.manchester.ac.uk/cgi-bin/sr.cgi?scid=139> to log requests of web updates that fall outside your T4 CMS access privileges (e.g. a new navigation menu item; changes on the homepage of your Subject Area; the upload of a video);
7. Once or twice a year, prompt colleagues to send the Web Officer of the Research Office any updates on their research project webpages (e.g. a new related output; information about a forthcoming/recent conference that is part of the project; information about the impact of this research etc);

8. All new content (text, images &c) generated anywhere in SALC must be approved by the relevant SALC Web Officer prior to approval by the Faculty Web Content Editor.

*Current Version*

*18<sup>th</sup> February 2015*

*Previous Versions*

*8<sup>th</sup> October 2012*