



KSU & BCOE Web Policies & Procedures

In order to properly maintain the website and protect the KSU brand, all Bagwell website editors will follow both KSU and BCOE Policies and Procedures. Information and materials placed on the website must go through an approval process. The approval process protects KSU from liability that might result from incorrect information or material that conflicts with University policy. **ALL** Bagwell College of Education websites must go through the approval process each time edits are made. Once edits are submitted, the BCOE webmaster will review the changes for approval. During regular business hours, most approvals will be granted within a few hours. Before you can become an editor for your website, you must complete the online training linked below. <http://omni.kennesaw.edu/training/>.

Please observe the following policies and procedures:

KSU Style Guide

- **Established Identity:** Immediately recognizable University branding must be present to confirm affiliation with KSU.
- **Consistency:** Because of the vast number of KSU departments, schools, and programs, uniformity between Web pages is vital to achieve the goal of presenting a cohesive University Website.
- **Accuracy:** Pages should be free from errors and display up-to-date information.
- **Usability:** Navigation of sites must be efficient, intuitive, and clear, making information easily understood for the widest possible audience.

Please see the complete KSU Web Content Style Guide at

<http://omni.kennesaw.edu/styleguide/>.

Content and Writing

1. **All Information** and materials must be accurate and complete before posting or approval may be delayed.
2. **Always hyperlink to your sources.** When you reference the content on another website, please hyperlink back to the original site. This is good internet etiquette, and we expect the same courtesy from others referencing our website content. Always cite your sources, even if you are afraid it will send your web traffic to another site. Please always choose the “open link in another window” option to keep traffic within your website.
3. **Keep it simple.** Keep it short! A five-line paragraph is great, but a three-line paragraph is even better. Best practice requires at least 500 plus words on a page before creating a new page. Keep your content short and sweet. It will prevent visitors to your site from quickly scrolling past important content.
4. **Update your links.** To avoid broken links, please keep links on your website updated.
5. **Provide added value.** Your website should offer value to the reader, such as insightful ideas and actionable tips.
6. **Value proposition above the fold.** Approximately 80% of marketing websites have the explicit value proposition of the organization located high on the home and inner pages. The majority of websites explain their value to visitors “above the fold.”

Design

1. **Optimize images.** Please optimize the images used on your web site. Images should be no larger than 1MB.

2. **Keep design elements to a minimum.** Students will swipe past pages loaded with useless information and design elements. Keep it simple and keep the extra design materials to a minimum or use nothing at all.
3. **Show and hide accordion.** The accordion features (the + feature) helps prevent visitors from scrolling quickly through important content—a concept known as “fast scrolling.” For long content pages, using the accordion feature is a must.
4. **Buttons.** Buttons are used to take visitors to another page or to promote an action. Please do not use buttons for email addresses. Email addresses should be hyperlinks.
5. **Scope.** The KSU 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 Web Publishing Standard, provides guidelines for content published by KSU authorized users.

Navigation

1. A link to the BCOE home page must be at the bottom of the left menu on every BCOE webpage.

Security

1. **Social media feeds** located on BCOE webpages should not have any feeds coming in from any external website not affiliated with KSU or BCOE.
2. **No 3rd party apps** – If KSU Web Group doesn't have it in the Snippets Section then it will not be allowed on the page. These types of apps can be hacked and create issues with the pages.
3. **Student information** – Please comply with FERPA guidelines when displaying photos or videos of students or student information on your website.
4. **Omni Update training is mandatory** – For security reasons, KSU requires mandatory Omni Update training. <http://omni.kennesaw.edu/training/>
5. **Web management framework.** The Office of University Relations oversees the appearance (visual identity) of content on official University websites. University Information Technology Services (UITs) manages the University servers, system configuration, resources, and technical issues regarding web accounts. The

BCOE webmaster will collaborate with these offices to determine if content can be approved for publication on your website.

6. **Approval time.** Once edits are made to a website in the BCOE, approvals will typically be granted by the BCOE webmaster within 24-48 hours.