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SUBJECT: Web Sites

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Policy for: All Campuses  
Procedure for: All Campuses  
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Issued by: Provost's Office

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## I. Policy

All web sites that are found on University computers and related systems must meet certain minimum criteria in terms of technical style and format. The required components for style and format of home pages and web sites are delineated in the procedures below. The University retains the right to modify or delete any home page or web site located on University computers and related systems that do not conform to these minimum criteria or to University policies.

Department supervisors and personal web site publishers are responsible for their own web sites and home pages. This includes: adherence to copyright law; compliance with local, state, and federal laws; compliance with this policy and other University policies; maintaining the currency and accuracy of information; as well as high editorial standards in spelling and grammar.

To view other University policies relating to use of computers please go to the subject section of the University Policies and Procedures and look under the index term "computers".

## II. Procedures

### A. Definitions

1. Department: Any administrative unit of the University, or an activity officially sponsored by the University.
2. Cookie: A file which contains information about the user and the user's computer, sent by a web server and stored on a user's computer, and then sent back to a web server by the user's computer.
3. Guideline: A feature of a web page and web server which, while not deemed required, is

suggested for the page to be consistent with University practice.

4. Home Page: The primary web page for a web site.
5. Hot Link: A hypertext reference to another document or site on the Internet, which will automatically connect the user to that document or site.
6. Web Page: A static or dynamic document accessed by a web browser via HTTP (HperText Transfer Protocol).
7. Web Site: A related collection of documents that can be accessed over the Internet.

#### B. Institutionally Sponsored Web Sites

Each web page of a department must contain the following minimum technical style and format information:

1. The name of the department publishing the page;
2. Page or publication title, if appropriate;
3. A descriptive HTML TITLE tag for the web page;
4. The use of “cookies” is discouraged, and permission for the use of cookies must be received from the Vice Provost for Libraries and Information Systems by the web server administrator prior to implementation;
5. Copyright statement: “Copyright –date- by the Board of Trustees of the University of South Carolina” or “Copyright –date- by the University of South Carolina.” The creators of web pages should be aware that federal copyright law restrictions (for example, “fair use” provisions) govern the contents of web pages. “Hot links” to other copyrighted web sites should be used only with the permission of the owner of the hot linked site.
6. Name and e-mail address of the individual who is responsible for maintaining the page;
7. Date of last update;
8. An obvious link to the home page for the web site;
9. The URL (i.e., Uniform Resource Locator) of the page;
10. All utilizations of the University’s visual identity must comply with the guidelines set forth by University Publications and Printing.

The home page of a department must contain the following minimum technical style and format

information in addition to those required for web pages:

1. The name “University of South Carolina”, prominently displayed;
2. An obvious link to the University’s home page (i.e., <http://www.sc.edu/index.html>).

#### C. Personal Web Sites

Personal web sites may be authorized as computer resources permits, and as determined by the department supervisor. Course-related web sites authored by the course instructor(s) are considered personal web sites.

The allocation of space on a University computer for web sites or pages for individuals is permitted only with the written permission of the department supervisor responsible for the computer. Individuals who wish to create or maintain a web site must complete the form attached to this policy and have it signed by the departmental supervisor. The completed authorization should be retained in the department file.

Each web page of any individual affiliated with the University (i.e., faculty, staff, or student), that is located on a University computer must also contain the following minimum technical style and format information:

1. Name and e-mail address of the individual who is responsible for maintaining the site;
2. Date of last update;
3. The URL (i.e., Uniform Resource Locator) of the web page;
4. The prominently displayed disclaimer: The views and opinions expressed in this page are strictly those of the page author. The contents of the page have not been reviewed or approved by the University of South Carolina.

Faculty, staff, and student personal web sites will not be linked from the main University home page. Department supervisors will determine whether it is appropriate for an individual's web site to be linked from their unit's web site.

#### D. Compliance

1. The provost (or chancellor on the four-year campuses) is authorized to direct the deletion of any web site located on any University computer that does not adhere to this or any other University policy.
2. Department supervisors are responsible for ensuring that unit web sites are in compliance with this policy and are authorized to direct the deletion of any web site from University

computers under their direction which do not adhere to this or any other University policy.

3. Department supervisors are also responsible for deleting personal web sites located on their servers when the individual author of the web site is no longer affiliated with the University. For personal web sites that are authored by faculty or staff members, this means that the author's personal web site should be deleted when the author's employment at the University ends. For personal web sites authored by students, this means that the author's personal web site should be deleted when the author has not registered for classes in either the fall or spring semester. Department supervisors, at his/her discretion, may continue to allow personal web sites beyond the time period listed above for a period of time not to exceed six months.

#### E. Guidelines

The Division of Libraries & Information Systems has a helpful set of guidelines and recommendations to help home page authors make their web sites more attractive and useful. A copy of these guidelines can be obtained by calling the Services Center at Computer Services at 777-1800, or by accessing the URL: <http://www.sc.edu/dlis/webstandards.html>. The guidelines include the recommendation that home pages for departments should display the postal address, phone number with area code, fax number with area code, and email address for the department.

#### F. Copyright Note

The above policy and referenced guidelines uses language found in the document: "University of Minnesota WWW Publishing Guidelines," Regents of the University of Minnesota, 1995; and is used with permission of the University of Minnesota.

**III. REASON FOR LATEST REVISION: To update terminology and clarify procedures.**

UNIVERSITY OF SOUTH CAROLINA

AUTHORIZATION FORM

AGREEMENT FOR THE ESTABLISHMENT OF A PERSONAL WEB SITE

I hereby acknowledge that permission is granted to me by the University of South Carolina for academic, non-commercial use of the computing and communications facilities and services and subsequent computer systems to establish and maintain a web site, according to the terms described below:

I accept full and personal accountability and all legal liability for this web site, its content, operation and any disruption of University activities that may result from its operation;

I agree to abide by all federal and state laws, and USC policies and procedures governing the use of University electronic equipment; these include, but are not limited to:

- Software/Licensing
- Copyright
- Confidentiality of Student Records
- Research and Patent Rights
- Ethical Conduct

I agree to notify the departmental supervisor of the termination of my web site;

I agree and acknowledge that permission to use University computers for a personal web site does not constitute the creation of a property right. The University, at its sole discretion, may delete my web site without prior notification;

I agree and acknowledge that permission to use University computers for a personal web site is a privilege. The University may deny permission to create a personal web site at its sole discretion;

I agree and acknowledge that University officials authorized by the provost have the right to inspect, review, and otherwise evaluate the content and conduct of my web site;

I agree to maintain my web site with accurate and current information;

I agree and acknowledge that violation of the terms of this agreement gives the University the right to deny me access to computer privileges at all University facilities. I further understand that I may be subject to appropriate disciplinary or legal action.

Signatures:

Web Site Requester: \_\_\_\_\_ Date: \_\_\_\_\_

Department Supervisor's Approval: \_\_\_\_\_

Date: \_\_\_\_\_

Web Site Approval Number: \_\_\_\_\_

Web Site URL: \_\_\_\_\_