

Web Management Policy and Procedure

Section 1 - Preamble

(1) The Charles Darwin University ('the University', 'CDU') website enables and supports our core business and is central to communication with the University community and the public.

Section 2 - Purpose

(2) This policy and procedure outlines the University's approach to managing its online presence through the cdu.edu.au domain, its subdomains, and other approved websites.

(3) This policy and procedure ensures the University's website contains accurate and current information and is fit for purpose for communicating with the University community and external stakeholders.

Section 3 - Scope

(4) This policy and procedure applies to pages and information published on the University's public-facing website.

- a. Official University social media accounts are managed in accordance with the [Social Media Policy](#).

(5) This policy and procedure applies to all employees who edit or publish information about the University online.

Section 4 - Policy

(6) CDU has one website: cdu.edu.au. The University publishes information about its courses, projects, and achievements on this website.

(7) Public information about the University must be published on the University's website or as approved marketing or social media posts.

- a. Information published on the University's website must be accurate, ethical and maintain the integrity of the Higher Education and Vocational Education and Training Sectors and must not negatively impact the University's reputation and image.

(8) Employees must not establish, operate, or publish information on websites for University business on other domains unless they have approval from the Chief Marketing and Communications Officer. Web Management and the Chief Marketing and Communications Officer are responsible for authorising domain name registrations. Organisational units must raise a Web Domain Registration ticket in [LogIT](#).

(9) Web Management is the administrator for the University's website but does not administer other domains, or third-party websites or applications.

(10) Organisational units that establish approved websites at subdomains or outside of the University website are the

administrators for those websites and must ensure compliance with this policy and procedure.

(11) The development, maintenance, and management of the website, its subdomains, and other approved websites will ensure:

- a. that information on all pages complies with legislation and the University's governance documents;
- b. visual consistency across University's webpages, including that branding complies with the University's brand and style guides;
- c. that users have quick and direct access to content; and
- d. the accuracy and currency of information published on the website.

(12) Pages on the University's website, its subdomains, and other approved websites must align with the University's branding, provide a link to the Privacy Statement, and include a Cookies notice.

Section 5 - Procedure

(13) Media, Marketing and Communications controls content, style, and webpage allocation on the University's website.

(14) Organisational units within the University may nominate web editors who develop and publish content on the website on behalf of their departments.

(15) Employees who require access to edit webpages should raise a Web Access ticket in [LogIt](#).

(16) Web Management will train web editors in the use of the website and its compliance requirements before they are given editing permissions.

(17) Web editors:

- a. must comply with the [Marketing Policy](#) when publishing course information or other information for students and prospective students;
- b. must comply with style requirements and instructions from Media, Marketing and Communications when creating and editing web content;
- c. should comply with the web accessibility guidelines;
- d. are responsible for ensuring the accuracy and currency of the information they publish; and
- e. must not publish illegal or defamatory material on the website.

(18) The cdu.edu.au domain, its subdomains, and other approved websites must include necessary copyright and disclaimer information.

Section 6 - Non-Compliance

(19) Non-compliance with Governance Documents is considered a breach of the [Code of Conduct - Employees](#) or the [Code of Conduct - Students](#), as applicable, and is treated seriously by the University. Reports of concerns about non-compliance will be managed in accordance with the applicable disciplinary procedures outlined in the [Charles Darwin University and Union Enterprise Agreement 2022](#) and the [Code of Conduct - Students](#).

(20) Complaints may be raised in accordance with the [Complaints and Grievance Policy and Procedure - Employees](#) and [Complaints Policy - Students](#).

(21) All staff members have an individual responsibility to raise any suspicion, allegation or report of fraud or corruption in accordance with the [Fraud and Corruption Control Policy](#) and [Whistleblower Reporting \(Improper Conduct\) Procedure](#).

Status and Details

Status	Current
Effective Date	8th March 2024
Review Date	8th March 2025
Approval Authority	Vice-Chancellor
Approval Date	8th March 2024
Expiry Date	Not Applicable
Responsible Executive	Kimberley Pickens Chief Marketing and Communications Officer
Implementation Officer	Ling Yu Web Manager
Enquiries Contact	Ling Yu Web Manager <hr/> Marketing, Media and Communications