Web Management Policy and Procedure

Section 1 - Preamble

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

Section 2 - Purpose

(2) This policy and procedure outline the University's approach to managing its online presence through the cdu.edu.au domain, its subdomains, charlesdarwinuniversity.co.uk domain, and other approved, branded websites managed by Marketing, Media and Communications.

(3) This policy and procedure ensures the University's approved branded websites and their subdomains:

    a. are secure;
    b. are compliant with regulatory requirements;
    c. contain accurate and current information, and
    d. are fit for purpose for communicating with the University community and external stakeholders.

Section 3 - Scope

(4) This policy and procedure applies to all employees, contractors and vendors who edit or publish information on the University's approved branded websites and their subdomains.

    a. Website editors and approvers must also comply with the [Information and Communication Technologies Acceptable Use Policy](#) when publishing information on approved branded websites and subdomains.

(5) This policy and procedure applies to pages and information published on the University's approved branded websites and their subdomains for marketing purposes.

    a. Official University social media accounts are managed in accordance with the [Social Media Policy](#).
    b. Media content published on approved branded websites and their subdomains is governed by the [Media Policy](#).
    c. Course content published on approved branded websites and their subdomains is governed by the [Units and Courses Policy](#).
    d. All Marketing-related activities and content displayed on or connected to the website are governed by the [Marketing Policy](#).

(6) Any data collection activities performed on the University websites and approved subdomains must comply with the [Privacy and Confidentiality Policy](#).

(7) The University may provide web support to CDU partner entities in accordance with individual partnership agreements. These activities are not in the scope of this policy.

(8) Domains established as part of support agreements with the University's partner agencies that do not display University branding and are not managed by the by Marketing, Media and Communications are not in scope of this policy.

Section 4 - Policy

(9) The development, maintenance, and management of the approved, branded websites and their subdomains in compliance with this policy will ensure:

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

(10) CDU has two websites: cdu.edu.au, and charlesdarwinuniversity.co.uk. The University publishes information about its courses, research, projects, news and events on these websites and their subdomains.

   a. All course information must be published via approved systems and in accordance with the [Marketing Policy](), to ensure legislative compliance. Course information cannot be manually duplicated elsewhere on CDU websites.
   b. Approval must be obtained from the Senior Executive Team to display course information on new platforms or University subdomains.
   c. Links must be displayed to the:
        i. CDU Privacy Statement;
       ii. cookies notice; and
      iii. copyright and disclaimer notice.

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

(12) Information published on the University's website must be accurate, ethical and maintain the integrity of the Higher Education and Technical and Further Education (TAFE) sectors and must not negatively impact the University's reputation and image.

Section 5 - Procedure

Roles and Responsibilities

(13) Marketing, Media and Communications are responsible for overall technical development and maintenance, content, user experience, and user provisioning of the University approved, branded websites and their subdomains.

(14) Digital Operations are responsible for:

   a. delivering technical and development updates and managing uptime;
   b. authorising and managing web editor permissions for each organisational unit in the University;
   c. approving, declining, altering or removing editorial and approval permissions if the responsible editor and/or approver is unable to maintain website content or ensure compliance with this policy and procedure;

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d. managing Drupal user provisioning to ensure compliance and consistency with web and content governance requirements; and

e. supporting website content projects and component requirements of organisational units that require technical changes or modifications, or that may have a significant impact to website performance.

(15) Web editors as nominated by their organisational unit and approved by Digital Operations are responsible for developing and publishing content on the website on behalf of their organisational unit.

a. The number of editors and approvers will vary based on the organisational unit's size and content management needs.

(16) All web editors must:

a. have appropriate authority to create content on behalf of their organisational unit;

b. undertake mandatory training on compliance requirements and web and digital content best practices before accessing the relevant website or subdomain;

c. comply with the Marketing Policy when publishing course information or other information for students and prospective students;

d. comply with the Privacy and Confidentiality Policy when performing data collection activities on the website;

e. comply with approved brand and written style requirements and instructions from Marketing, Media and Communications when creating and editing web content;

f. comply with the Web Content Accessibility Guidelines (WCAG);

g. be responsible for ensuring the accuracy and currency of the information they publish; and

h. not publish illegal or defamatory material.

(17) Organisational units are responsible for nominating at least one person to review and approve digital content created by web editors, ensuring all content meets the requirements outlined in this policy prior to publishing.

(18) All web content approvers must:

a. have appropriate authority to review and approve content created by their organisational unit's editors;

b. undertake mandatory training on compliance requirements and web and digital content best practices before accessing the relevant website or subdomain;

c. ensure all content complies with the above requirements before approving for publish; and

d. be responsible for ensuring the accuracy and currency of the information they approve for publishing.

(19) Organisational units must consult with Marketing, Media and Communications and Finance regarding any intent to use a payment system for CDU products on the website.

Ongoing Content Management

(20) Website editors and approvers must review their web content at least once every 12 months to ensure currency of content and compliance with this policy. Outdated content may be escalated to the appropriate content approver, or archived by Digital Operations.

a. Failure to comply with this policy and procedure may result in the removal of content, and/or editorial permissions and access by Digital Operations.

(21) Employees who require access to edit or approve content for web pages must raise a Web Access ticket in LogIt.

a. This request should include a description of their role and rationale for requiring editor or approver permissions.

(22) Digital Operations will provide training and resources to website editors and content approvers before they are granted editing and approval permissions.

(23) Website editors will create, edit, and remove all relevant on-page web content required for their organisational department.

(24) Web content approvers will review all new or edited content produced by website editors in their organisational unit, ensuring it complies with the above requirements prior to publishing.

(25) All University employees are responsible for reporting any technical errors or website issues requiring escalation to Digital Operations via [LogIT](#).

(26) Any issues or change requests requiring a technical solution or that may impact high performance pages must be escalated to Digital Operations.

(27) Digital Operations may edit or remove any web content published by website editors and approvers that pose a risk to the performance of the website and/or are not compliant with this policy.

Additional domain and subdomain registration and management

(28) Employees must not establish, operate, or publish information on websites for University business on domains outside of the approved branded websites and their subdomains unless they have approval from the Chief Marketing and Communications Officer.

a. The Digital Operations Manager may authorise domain and subdomain name registrations on behalf of the Chief Marketing and Communications Officer.
b. Organisational units must raise a Website Domain Registration ticket in [LogIT](#).

(29) Digital Operations does not administer other non-branded domains, or third-party websites or applications.

(30) Organisational units that establish approved additional subdomains or websites are the administrators for those websites and must ensure compliance with this policy and procedure.

a. Digital Operations retain the authority to remove editorial permissions and access, and decommission approved subdomains if the responsible administrator and/or content editor is unable to maintain website content or ensure compliance with this policy and procedure.

(31) Requests for new subdomains may only be approved when:

a. the proposed content supports a University recognised strategic goal or initiative;
b. the necessary functionality cannot be delivered within existing CDU-owned platforms in a reasonable timeframe;
c. there is formal approval of the subdomain from a Senior Executive Team (SET) member;
d. a web editor and content approver in accordance with this policy and procedure has been designated; and
e. The administrator and relevant SET member have agreed on a detailed plan to actively manage the subdomain and/or decommission it after fulfilling its intended purpose.

Section 6 - Non-Compliance

(32) 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 2025](#) and the [Code of Conduct - Students](#).

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

(34) 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](#).

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Responsible Executive	Kimberley Pickens Chief Marketing and Communications Officer
Implementation Officer	Ling Yu Web Manager
Enquiries Contact	Ling Yu Web Manager ——— Marketing, Media and Communications