

CLAS Web Standards_September 2016

In addition to [NIU's Web Standards](#), [Web Style Guide](#) and [Social Media Policy](#), the College of Liberal Arts and Sciences has developed supplementary guidelines and expectations for webmasters and social media managers.

As we audit and convert sites into the new templates over the summer, we will begin the conversation as to whether a department wants to rely on our office/Web Communications for updates or if the current faculty/staff webmaster in the Cascade system would like to continue to update the site. If the department/unit doesn't have a webmaster of record, the College Communications Office will serve in that capacity for you.

For departments/units who wish to rely on the College Communications Office and Web Communications for site management and maintenance, they will be given instructions and a link to the [web update form](#). This form will go to the College Communications Office, who will triage accordingly.

- Minor updates (such as changing out copy, adding or deleting links, adding a page or an image) will be completed by the College Communications Office.
- Conversions to the new templates will be completed by the College Communications Office.
- More intensive updates or site overhauls will be completed by Web Communications.

Registering as Webmaster, Web Content Manager or Social Media Manager of Record

Regardless of whether the department/unit opts to manage the site or have College Communications/Web Communications update the site, all webmasters, web content managers and social media managers should register with the College Office. This document will be used to convene monthly training sessions and shared with Web Communications. **As mentioned in university policy, web masters and social media administrators must be current faculty/staff. Emeriti can serve in other roles, but not as primary admins.**

Graduate students can serve as an editor or moderator on Facebook pages. Only graduate students with existing access to Cascade can serve as web content managers. New graduate assistants cannot be granted access to Cascade. Graduate assistants can request changes to a site by contacting Linda Watson or by using the update request form on behalf of their department.

Monthly Training Sessions "Webbie Meetings"

Department/unit webmasters will be expected to attend the College of Liberal Arts and Sciences monthly training sessions. These sessions will reinforce web policy, keep up with current trends, discuss quality and improvements we can make to the college's presence, improving SEO, shared social media messaging, additional training or unveiling useful tutorials.

Following the University Style Guide/Properly Second-referencing the College/Acronyms

Department/unit webmasters are required to follow the [NIU Web Style Guide](#). As a reminder, the proper way to refer to the College of Liberal Arts and Sciences is CLAS. Other variations (LAS or LA&S) are not acceptable.

As a reminder, the use of acronyms should be limited to second reference only. Please remember to provide the full name of the program/unit with the acronym in parenthesis.

Following Foundation practices regarding donate/giving pages

Department/unit webmasters should link to their own department specific page or through the general giving page

(<https://securelb.imodules.com/s/1579/Foundation/index.aspx?sid=1579&gid=3&pgid=401&cid=1052#>) and not create their own online giving form. Units lumped into the main college account need to instruct persons to name the unit (CSEAS, ENV5, CLLAS) in the special instructions field.

Changes to site top navigation

Due to the complexity of updating the top navigation within the new look, units should send additions and edits to their top navigation to [Linda Watson](#), the college webmaster. She will make the changes and re-publish your site.

Events/Event Photographs

Departments and units are strongly encouraged to post events open to the campus and general public on the [university master calendar](#). Units can do this on their own or can send information to the college office for the information to be added.

Event photos (like graduation) should be pushed out on social media and linked to the department website. If you do not have departmental social media channels, be judicious and just post the top 4-5 images.

Emeriti Faculty

Departments are able to list emeriti faculty (name only or name and email address if living) as part of their department directory. Emeriti faculty who are currently teaching or previously served in a high administrative role (dean, associate dean, assistant/associate vice president, vice provost or president of faculty senate) are eligible for a webpage. We encourage their scholarship to be loaded into Huskie Commons (see Highlighting Faculty Research section below). When the faculty member passes away, the page will be taken down.

Lab and Research Pages

Lab and research group pages fall under college guidelines. Lab and research pages should be for current, active projects or those who are covered by external grant funding. Lab and research pages for

emeriti professors should be archived or copied/moved to Blackboard or Sharepoint. Research pages for projects no longer supported by external or university funding should also be archived or copied/moved to Blackboard or Sharepoint.

Lab pages must be linked to the corresponding faculty member's web profile. Research pages can either be linked to a faculty member's web profile or a department/unit's site navigation (Antarctica, Physics' the Mu2e and muon g-2 experiments with FermiLab).

Highlighting Faculty Research

Instead of loading PDFs of faculty research into Cascade, we strongly encourage faculty to load their scholarship into Huskie Commons <https://commons.lib.niu.edu/>. [Huskie Commons](https://commons.lib.niu.edu/) is a database for faculty scholarship, presentations, etc. that is developed and managed by the NIU Libraries for the express purpose of inventorying all of the intellectual capital generated by faculty. This is an excellent product with very good navigation and easily used by faculty to warehouse their scholarship.

Course Descriptions

Courses/new courses being offered for the semester can be listed on department websites. However, you must link out to the official, current catalog for course descriptions.

College Documents

Following the guidance of the NIU Web Standards, departments/units should not upload their own copies of these documents (service reports/evaluation forms, personnel policies and criteria, joint faculty appointments, college FMLA guidelines, promotion and tenure, sabbaticals). Departments/units should link out to the documents from the official online source (<http://www.niu.edu/clas/faculty/index.shtml>).

Newsletters

The web is not for long-term document storage. Online newsletter archives should be limited to the past two years. Older materials, including photos, should be stored on a shared drive, Blackboard, in an Office 365 group or on a Sharepoint site.

Inquiry forms

Online forms or PDFS specifically requesting contact information from students interested in undergraduate programs should be replaced with a link to the Universal Undergraduate Inquiry Form -- <https://niu.askadmissions.net/emtinterestpage.aspx?ip=niu> .

Social Media Feeds on Homepages

Social media feeds should not be the sole content on department/unit homepages. They should be sized in a container 300x130px. If you need assistance in developing engaging content on your homepage, please contact the College Communications Office.

Reporting of Analytics/Completing Social Media Worksheet

All CLAS departments/units with social media accounts are responsible for the monthly reporting of analytics. The College Communications Office is doing batch analytics reporting. If your department/unit would like the College Office to handle analytics reporting contact us for details.

Reminder: To stay in compliance with Internal Auditing, departments/units must complete the Social Media Worksheet for their existing accounts and for any new channels they wish to add.

Site Checks and Audits

In addition to the oversight of Web Communications, the College Communications Office will conduct random weekly site checks and will audit departmental sites on a rolling basis annually.

Web Standards Updates

CLAS web standards will be reviewed annually to ensure quality. Additional guidelines will be added as necessary.