

Policy Name:	Web Content
Originating/Responsible Department:	Information Technology Services (ITS)
Approval Authority:	Senior Management Committee
Date of Original Policy:	June 2008
Last Updated:	June 2018
Mandatory Revision Date:	June 2023
Contact:	Director, Department of University Communications

1. Policy

The Web Content Policy is the responsibility of the Department of University Communications (DUC) and the Department of Information Technology Services (ITS), and complements existing University policies and guidelines. Content delivered via Carleton University websites is consumed by external visitors, students, staff, and faculty to receive relevant timely information. The accuracy and timeliness of information directly impacts the integrity and reputation of the University

2. Purpose

The purpose of the Web Content Policy is to define the University's position with respect to acceptable and accessible content. This policy addresses the requirements for web content and the development of that content to ensure that it is accessible, and meets the proviso of Carleton University's senior management committee.

3. Scope

This Policy applies to any or all individuals who are responsible for content published on a website in the Carleton University domain whose address ends in carleton.ca; e.g.; www.sprott.carleton.ca, or any or all individuals who are responsible for sending email communications that have embedded URLs within the email communication.

Content includes but is not limited to: text, layout, hyperlinks, video, audio and graphics.

4. Procedures

Members of the Carleton community involved with web publishing to a Carleton University website as defined in the "Scope" are responsible for ensuring that content is compliant with this Policy and other related University policies.

4.1 Accessibility and Browsers

Website templates and web content must be compliant with current Web Content Accessibility Guidelines as outlined in the Accessibility for Ontarians with Disabilities Act (AODA). Web pages

and all content must be easily rendered by a wide variety of web browsers. It is not appropriate to include "Best viewed with..." messages. Page layout and content must not be designed solely for the use of one browser.

4.2 Copyright

Content on Carleton University websites must conform to copyright laws as expressed in the Copyright Act and the University's Copyright Guidelines. Except as permitted by exceptions described in this legislation, written permission is required from the owner of copyrighted content before copyrighted information can be placed on a University website.

4.3 Duplication of Official Content

For the purpose of this Policy, "official" refers to web content that is central to the Carleton's mission, and has University-wide implications.. The VP or lead administrator in a department shall determine when web content for their department is official. The Department of University Communications will liaise with managers when questions are raised about the posting of unofficial content on the university's website.

Official content, such as course listings, must not be replicated from its original location. Instead, it must be linked to or mirrored using special web server technology such as "server-side includes".

4.4 Advertising and Fundraising

Content on any Carleton website must be for information purposes or related to the teaching, learning and research mission of the University. Advertising for profit purposes, or content posted in exchange for financial gain, is strictly prohibited. The Commercial Activities Policy applies to all content on the Carleton University domain.

Private sector or profit-making organizations are prohibited from advertising on any Carleton University website, unless they are recognized sponsors of the University as determined by the Vice-President (Finance and Administration).

Fundraising for non-university programs, organizations or services is prohibited on any website without the expressed written approval of the Chief Advancement Officer.

4.5 Linking

Links on Carleton University websites must serve the mission of the University. Sharing links solely to draw attention to goods and services is prohibited as per the University's Commercial Activities Policy.

External Linking

Links to external resources where the link is to an external domain that falls out of the defined scope (i.e. – anything other than *.carleton.ca) must be communicated to the audience by means of informing the user that the following link is to an external website, and that Carleton University is not responsible for the content of said resource. The audience must also be informed of the name of the website and the purpose of the external link. External linking to payment processing providers must not include any unique data within the URL

Internal Linking

Links to internal resources where the link is to an internal domain that falls in the defined scope (i.e. – any site suffix ending in *.carleton.ca) must not include circular references (i.e. links that redirect the user back to the same location from which they came).

Electronic Mail Linking

Bulk emails that contain embedded links must be suffixed by a *.carleton.ca URL address such that when a user either hovers over the embedded link, or clicks on the embedded link it is evident that they are going to be directed to a website that ends in *.carleton.ca. If the goal is to redirect a user to a third party website, then the user must land on a *.carleton.ca website and then be redirected as per the External Linking section above.

4.6 Prohibited Content

Since hosting and web services are drawn from University funds, content on all web pages falls under the jurisdiction of Carleton University. Any information found on the Carleton domain as defined in the “Scope”, must comply with existing University policies, and with domestic and international law.

Web content which, by word or image, falls under the criteria below is prohibited. This list includes, but is not limited to:

- Displays or promotes pornographic or offensive or obscene material.
- Promotes violence, or the use of weapons, alcohol or illegal drugs.
- Contains abusive or threatening language or imagery that targets individuals or groups.
- Contains personalized attacks.
- Ridicules or promotes stereotypes, discrimination, intolerance or hostility towards any race, sex, colour, ancestry, place of origin, ethnic origin, creed, marital status, gender identity, gender expression, family status, sexual orientation, age, disability, or citizenship.
- Publishes information, the purpose of which is to cause harm or which would reasonably be known to cause harm.

Academic Freedom

The pursuit and publication of controversial research material and the study and teaching of material with controversial and even offensive content in the context of conscientious, professional instruction in the University are protected within academic freedom. However, it carries with it the duty to use that freedom in a manner consistent with ethical guidelines and human rights law, and the scholarly obligation to base research and teaching on an honest search for knowledge. It may also be circumscribed by civil and criminal law (Carleton University Statement of Conduct and Human Rights).

4.7 Privacy

Carleton University is fully compliant with the *Freedom of Information and Protection of Privacy Act* (FIPPA) and the *Personal Health Information Protection Act* (PHIPA), both of which are Ontario statutes; and the *Personal Information Protection and Electronic Documents Act* (PIPEDA), a Canada (federal) statute. The communication of personal information on the web

shall be by the applicable provisions of FIPPA, PHIPA and PIPEDA. Inquiries regarding privacy and this statement are to be directed to the Privacy Office.

5. Roles and Responsibilities

Anyone responsible for website maintenance is responsible for:

- Ensuring that content is delivered in an accessible manner that supports all mainstream internet browsers
- Ensuring that content does not infringe upon copyright
- Ensuring that official university content is not duplicated across multiple sites and/or pages.
- Ensuring that links embedded with content adhere to the contenting linking policy
- Ensuring that content does not contain prohibited content
- Ensuring that content adheres to the various privacy acts that the university is compliant with

Individuals sending communications or directing their audience to third party web sites must ensure:

- That URL links to third party websites are redirected via a carleton.ca URL first, such as redirecturl.carleton.ca/redirectpath.
- Email communications that contain embedded links must be redirected via a Carleton.ca URL first, such as redirecturl.carleton.ca/redirectpath.

6. Compliance

Non-compliance with this Policy may result in disciplinary action.

7. Contacts

- Assistant Vice-President (Information Technology Services) & Chief Information Officer
- Director of University Communications
- Privacy Office

8. Links to Related Policies

The Carleton University policies are located here: <https://carleton.ca/secretariat/policies/>

The related policies include:

- [Allegations of Academic Misconduct](#)
- [Academic Integrity Policy](#)
- [Email Use](#)