



RCSI

WEB USER POLICY

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THIS POLICY IS INTENDED FOR ALL STAFF WHO USE, ENGAGE WITH AND CONTRIBUTE TO THE RCSI WEB NETWORK IN ALL RCSI LOCATIONS AROUND THE WORLD.

RCSI's web presence is vital to the successful promotion, positioning and operation of RCSI. It is important that all aspects of the digital estate are designed, provisioned and maintained according to best practices and to the highest quality possible. This policy sets out a process which will allow us to efficiently maintain our websites in line with our **one organisation – one voice** objective.

01 SCOPE WEB POLICY

1 SCOPE

This document covers policy, procedures and standards relating to:

- The website, meaning the digital platforms or digital spaces through which we provide information about RCSI, including:
 - > The rcsi.com domain and all subdomains (including /Leadership, /Dublin, /Surgery, /Online, /Inc and /Bahrain) and sub-sites (excluding those sites whose primary purpose is the provision of digital assets for teaching and learning or specific research project purposes).
 - > Any externally hosted RCSI website (e.g. rss.rcsi.ie, women.rcsi.com) that has been developed on behalf of RCSI for any of its organisational units engaged in promotional activities.

This policy governs the digital estate as outlined above, and applies to staff of all RCSI organisational units, RCSI students and/or external parties (collectively referred to as 'stakeholders').

The RCSI website is the sole property of RCSI; while certain stakeholders/staff will have access to edit certain portions of the site/s, create new content, and remove old content, the site and all its sub-sites remain the property of the University.

No confidential or proprietary information about RCSI or its students, faculty, staff or alumni should be published on the website – the Website Working Group reserves the right to remove this content immediately if discovered. Employees who share confidential information without the expressed written consent of both their Head of Department and HR place themselves at the risk of disciplinary action.

All applicable laws, regulations and policies must be strictly adhered to, including without limitation, those pertaining to copyright and intellectual property rights, employee or student conduct, use of RCSI resources, information and data and student privacy.

02 GOVERNANCE MODEL

RCSI's digital estate has two layers of content governance – supervisory and operational.

2.1 SUPERVISORY GOVERNANCE

The Governance Board comprises the Director of International Engagement and External Relations, Chief Technology Officer, Chief Communications Officer, Head of Communications, Head of Marketing, Web Content Specialist and Web Strategy and Development Manager.

Responsibilities of the Website Governance Board (WGB):

- Executive responsibility for the RCSI Web User Policy.
- Set the strategic direction for RCSI's digital properties.
- Ensure that the governance of the websites is functioning correctly.
- Sign off on project plans, priorities and development plans.
- Review requests for new websites that fall outside of the process outlined later in this document.
- Devise policies and procedures for the management of RCSI's website, specifically relating to marketing and promotional material.
- Evaluate effectiveness, standards and policies for technology and content.

In order that directions and policies are set with a full understanding of the issues and impact, decisions appropriate to the jurisdiction of the WGB will be reached by consensus (defined as achievement of full support for a decision after a complete airing of differing viewpoints achieved through discussion – if the group cannot reach consensus, the options will be presented to SMT with a recommendation for resolution).

2.2 OPERATIONAL GOVERNANCE

The operational governance of the website is managed through the Website Working Group (WWG) and Information Providers. The WWG comprises the Web Strategy and Development Manager and members of the RCSI community, including representatives from Communications, Marketing, Bahrain, Surgery, Alumni and Development, Research, RCSI Online and the Graduate School of Healthcare Management.

Responsibilities of the Website Working Group (WWG)

- Curate editorial calendars for each of the properties.
- Effect the implementation of the RCSI's official brand guidelines*, style guide* and communication plans on the RCSI digital estate.
- Escalate compliance issues with respect to legal and regulatory standards including accessibility, security, data protection and freedom of information.
- Provide editorial guidance to Information Providers and ensure website quality and content integrity.
- Provide CMS technical support to Information Providers in areas not covered under basic training.
- Provide brand oversight of new digital assets including images, videos, infographics, etc. as required to ensure they adhere to brand guidelines*.
- Facilitate, resolve and forward issues of non-compliance to the WGB.
- Convene sub groups to discuss the improvement of the provision of information across all aspects of the digital estate.
- Report on project plans and developments to the WGB.

2.3 MANAGERS AND STAFF

Managers and staff of RCSI organisational units are considered Information Providers.

Responsibilities of Information Providers

- Create a website communications plan for their portion of the website, and submit to WWG for feedback and approval.
- Provide timely updates to the global editorial calendar, ensuring significant changes (landing pages, new sections, etc.) allow for a minimum of one months' notice. Please allow for two weeks' notice if minor edits are required beyond the remit of the departmental Information Provider's section and skill set.
- Ensure content is current and relevant for their particular portion.
- Ensure old or redundant content is removed. If out-of-date content is not removed in a timely manner the WWG will raise the issue with the WGB.
- Create content that adheres to best practices for accessibility*.

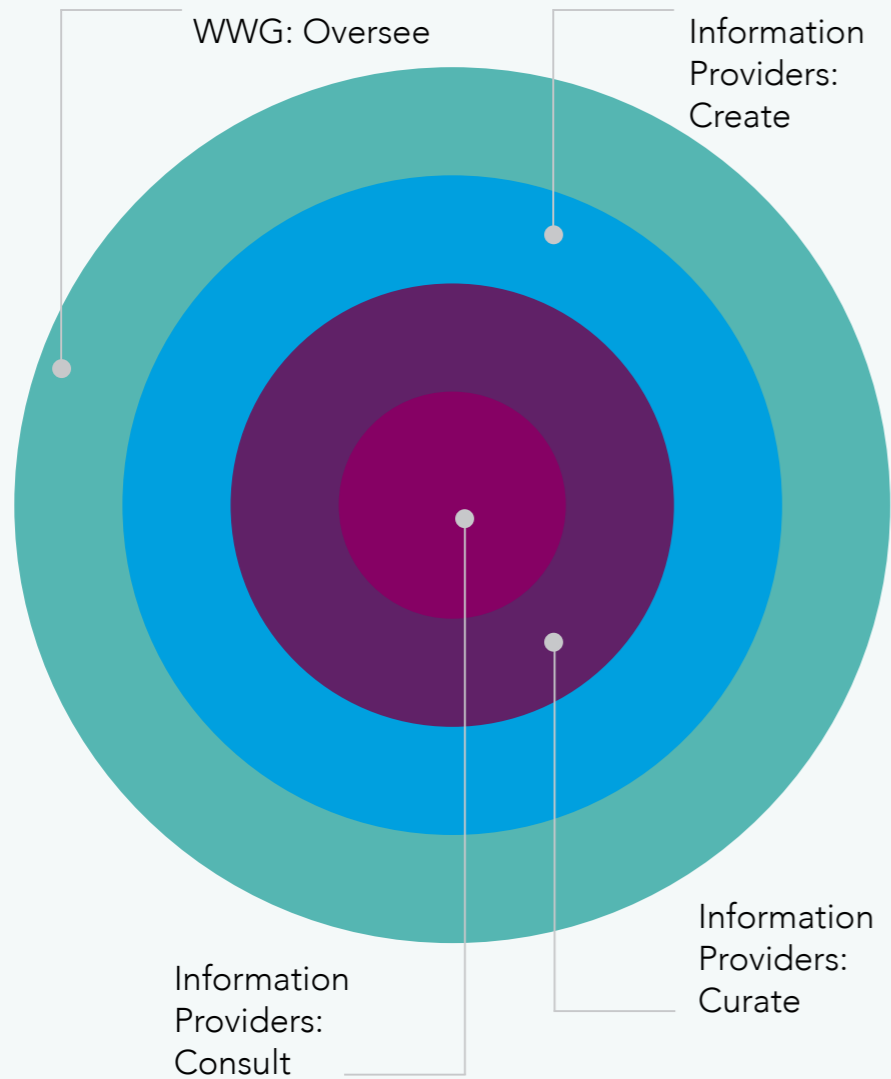
02 GOVERNANCE MODEL

- Create content that adheres to the brand guidelines and style guide of RCSI.
- Where relevant, ensure content is peer reviewed before it is passed onto the WWG or drafted on the CMS of the website.
- Consult with the WWG in good time if new bespoke website design work is required.

**Guidelines on creating content that adheres to best practices for accessibility, branding and style is included in this document, under Appendix I.*

03 CONTENT MODEL

Our content model describes the level of centralised oversight applied to each area of the website.



Where possible, the minimum amount of centralised oversight will be applied. The degree of oversight will depend on the importance, priority and visibility of content in relation to overall RCSI communication aims.

Where strong ownership and/or oversight of content by WWG is appropriate, it is typically focused to the top layer of the website/s, in particular the homepage and landing pages. As we move deeper into the site/s, the strength of ownership by the centre decreases.

Please note: 'website level' refers to the expected location of content on the website (where the website is conceived in terms of a hierarchical tree with multiple levels) and 'owner' refers to the function that will take responsibility for that content.

Level	Explanation	Users at this level can:	Users at this level can't:	User example
Consult	Casual users who do not need to make regular updates and departments who can defer to a curator in an associated department to make any required changes.	Propose text changes offline to the a creator or curator. If none are available user can log queries via webcontent@rcsi.com	Log into Sitecore and/or make changes online	Fees office (Dublin)
Create	The stakeholder/function can create the content it requires within a section on or offline, however it cannot publish and must defer to the 'Curate' and/or 'Oversee' level for oversight and publication. If the content creator is not the subject matter expert, they will be required to consult with the relevant expert at key points in the content lifecycle.	Make text changes Attached a PDF Add an on-page image and videos Add new accordions	Publish to the live site	All new users will start at create level Student services (Dublin)
Curate	The stakeholder/function can create and publish the content it requires within a section, however it must defer to the Oversee level for oversight in terms of best practice.	Publish on area-specific pages Attach a PDF Add on-page images and videos (must be approved by WWG to ensure brand consistency) Add new accordions Publish news and events to a specific areas (this only applies to 'external' properties, e.g. Bahrain)	Change banners Add new alert strips Add new widgets on landing pages	Student recruitment in Bahrain, Graduate School of Healthcare Management
Oversee	The stakeholder/function represents RCSI as a whole and has oversight of all sites in the network. The stakeholder audits the content/section pre and post-publication to ensure the realisation of RCSI's 'one voice' communication objective and content best practice.	Audit curator content Create new pages Edit and add new banners Edit and add new alert strips Publish all content on all pages, including level 1 (homepage)	N/A	Web Team (Dublin)

03 CONTENT MODEL

3.1 CONTENT TYPES

Digital content is classified by business purpose and technical requirements. This enables us to make decisions about content production responsibilities, resourcing (both internal and external) and governance.

4.1.1 Business content

Content type	Description	Examples	Website level	Ownership example
News and events	News and press releases with strategic focus Key organisation updates Departmental news/events that may require promotion/visibility online should submit news to communications@rcsi.ie and events to events@rcsi.ie.	Latest news, large annual University events, conferences hosted in RCSI, minor research funding announcements	Level 1, 2	Web Team – Oversee Events – Create Department/School – Consult
Prime positioning content	Key content for homepage and landing pages.	Videos on homepage, imagery and banner content on landing page, site-wide alert strip	Level 1, 2	Web Team – Oversee, curate and create Department/School – Contribute
Departmental content	Standard content relating to departmental purposes and activities. BAU content produced in normal course of day that requires website for distribution.	Amendments to fees for a course, new PhD opportunities	Level 3, 4 and below. Some level 2 may also apply.	Web Team – Oversee Department/School – Curate and create

03 CONTENT MODEL

4.1.2 Technical content

Content type	Description	Examples	Website level	Resourcing
Text	Standard text/general content	Undergraduate fee information	Level 3/4 and below	Content is managed through the CMS and is resourced internally through Information Providers and WWG.
General images	Standard website images	On page photograph of students on ERASMUS	Level 3, 4 and below	Images are sourced internally based on requirements (must be high resolution and meet guidelines as outlined in Visual Identity Guidelines) by departmental Information Providers and WWG, with budget from the requesting department.
Iconography	Graphical assets for illustration, sign-posting and branding	Illustrative icons for landing pages	Level 2	Treated on a case-by-case basis. Resourced internally through WWG with budget from the requesting department. Must be requested via webcontent@rcsi.com.
Feature images	Non-standard, high-quality images for use in features	Banner images on homepage and/or landing page spotlights	Level 1, 2 and 3	Images are sourced internally, where possible (or commissioned externally), based on requirements and approved by WWG. Must be requested via webcontent@rcsi.com.
Videos	Video assets developed for digital use	Video explaining department function for departmental landing page	Level 1, 2 and 3	Video content is sourced internally, where possible (or commissioned externally), based on requirements by Information Providers, using departmental budget, with branding/style oversight from WWG.
Interactive features	Rich media features that may include an assortment of content types and may have coding requirements	Interactive application decision trees	Level 3, 4 and below	Treated on a case-by-case basis. Resourced internally through WWG where possible, with budget from the requesting department. Must be requested via webcontent@rcsi.com.
Infographics	Non-standard high-quality images/diagrams with strong informational content	On page diagram explaining a complicated application process	Level 3, 4 and below	Treated on a case-by-case basis. Must be on brand and sourced through the internal Design Department by Information Providers with budget from the requesting department. Must be requested via webcontent@rcsi.com.
Publications	Adobe PDF/Word documents for publications on website, e.g. forms	PDF application form	Level 3, 4 and below	All documents must meet the technical requirements for online publication and must be on brand and sourced through the internal Design Department by Information Providers with budget from the requesting department.
Forms	Standard and non-standard forms that require additional online functionality and data collection	On-site contact us form which generates an email	Level 2, 3 and below	Treated on a case-by-case basis. Resourced internally through WWG where possible with budget from the requesting department if required. Must be requested via webcontent@rcsi.com.

03 CONTENT MODEL

3.2 EDITORIAL CALENDAR

The main editorial calendar focuses on the online execution of communications, marketing and departmental goals throughout the calendar year and is centrally managed by the Web Team on behalf of the WWG.

Key website stakeholders, specifically representatives from strategic departments who require regular landing pages and development work, feed into the calendar to add content requirements/requests and review the upcoming months in order to reduce communications overlap and promote the one organisation — one voice objective.

All other Information Providers who require minor edits, or have requests that they cannot resolve themselves, can feed these into webcontent@rcsi.com.

Please note

- It is the responsibility of the stakeholder/Information Provider to make or request changes to their section in due time.
- High priority communications and marketing requests (primarily for level 1) will always take precedence.
- Reasonable precision on content requests/tasks, e.g. landing pages, with accuracy to one month in the future when possible.
- It is crucial to allow sufficient time on the calendar for planning and sizing. These tasks are often significantly underestimated.
- If the calendar is completed correctly the WWG should have scope to accommodate urgent/extraordinary requests, within reason.

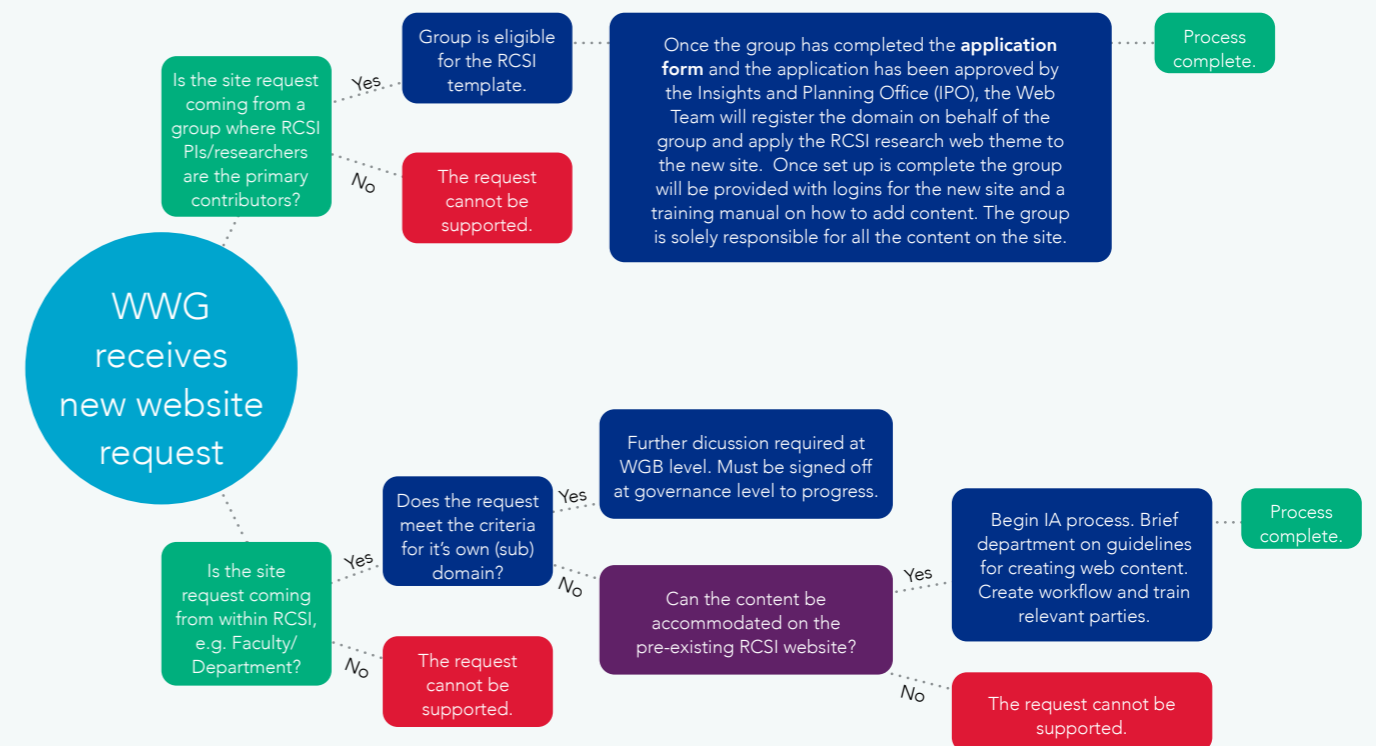
04 NON-CORE WEBSITE GOVERNANCE MODEL

Occasionally, the WWG may be requested to create websites for research groups to secure grant funding. If the new website meets the criteria outlined in the graphic below, the group will have access to an RCSI research website template which aims to enhance visibility of a diverse range of RCSI research activity in a consistent format.

The hosting of this new site is setup and paid for by the WGB, however all content is managed by the research group itself.

The use of RCSI branding is permitted as long as standards are maintained and conditions are met.

4.1 NEW WEBSITE DEVELOPMENT PROCESS



05 POLICY GUIDES

5.1 REQUESTS/APPEALS

Requests submitted to the WWG will be reviewed by the group before being acted upon. If the requesting party disagrees with the decision it will be reviewed by the WGB, and subsequently SMT if required, which will make the final decision.

5.2 BREACH OF THIS POLICY

On receipt of notice (or where RCSI otherwise becomes aware) of any suspected breach of this policy, RCSI shall endeavour to resolve the issue in an open and transparent manner with due regard to the academic function of RCSI. RCSI reserves the right to suspend a user's access to the website's CMS in the event that such access is having a detrimental effect on RCSI's functions. Any breach of this policy may also be a breach of RCSI's Acceptable Usage Policy.

5.3 REVISIONS TO POLICY

RCSI reserves the right to revise the terms of this policy at any time. By continuing to use the RCSI website, sub-sites or externally hosted RCSI website following such a notification, you will be deemed to have accepted the revised terms of this policy.

5.4 QUERIES

If you have any queries in relation to this policy, please contact webcontent@rcsi.com.

5.5 APPENDIXES

- Appendix 1: **RCSI Content Style Guide and Cheat Sheet**
- Appendix 2: **RCSI Brand Guidelines**



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