

Monaro Higher Education

WEB CONTENT PROCEDURE

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1. Purpose

1.1 Refer to the Web Content Policy.

2. Scope

2.1 The Web Content Procedures apply to all MHE employees (casual, fixed term and permanent), independent contractors, agents, appointees, external governance committee members and any other person or organisation engaged by MHE to undertake any activity on behalf of the MHE.

3. Principles

3.1 Refer to the Web Content Policy.

4. Roles and Responsibilities

4.1 The MHE Website

4.1.1 Establishing and Maintaining the Website

The IT Manager will be responsible for all domain names. Reasonable funding will be allocated out of the MHE budget for permanent registration of an appropriate domain name.

The format of any online content must be capable of being read by all standard and commonly used web browsers and be responsive across multiple platforms and devices including mobile phones, smart watches, tablets and desktop computers.

Text and images required for the website must be attached to an email to the IT Manager with a formal request to publish. Audio visual content should ideally be in MP4 format. Alternatively, it may be saved in the share drive and the IT Manager duly notified of the filename and the intention to publish. All written content must be produced to the same standard that would be expected for publication in a journal, including care in proofreading and layout.

The MHE website will be monitored regularly to ensure that all content is relevant, accurate and current. If any of the documents mentioned in Sections 6.2.1, 6.2.2 or 6.2.3 of the MHE Web Content Policy are updated, amended or superseded, such changes must be replicated on the website by sending the most recent version to the IT Manager with a request to replace the earlier version of the document.

The MHE website may only contain a link to a commercial business enterprise when this is a stipulation of a legal contract between MHE and that enterprise. Advertising may only appear in exceptional circumstances as approved in advance by the IT Manager. Sponsorship may be acknowledged by the name of the sponsor and/or a corporate logo and a brief message explaining the nature of the sponsorship, as approved by the IT Manager.

4.1.2 Online Accessibility

The use of screen readers, such as Microsoft Narrator, allows visually impaired people to read a website but it must be done by reading each word sequentially. Scanning for information is much more time consuming and requires much greater concentration than for sighted people. Wherever possible, MHE will design websites to compensate for this. Prior to going live, MHE's IT staff will use a free online tool such as WAVE or EvalAccess2.0 to ensure that the website has maximum accessibility for all visually impaired stakeholders.

Pages on the MHE website will be formatted with a clear page title, followed by headings and subheadings to enable easier access. Each image on the website will feature brief "alt text" to make it readable with a screen reader. Each page of the website will have a clear option for increasing or decreasing the font size to suit the user's level of visual acuity. Keyboard commands will always be available as an alternative to mice and links will be labelled descriptively (e.g., "click here for unit description" as opposed to simply "click here") to access and navigate the website for people with poor hand-eye coordination as well as users of screen readers.

Colour blindness is a particular form of visual impairment which makes certain colours indistinguishable. It is estimated that as many as nine percent of the population have some form of colour blindness. When designing MHE's website, the choice of a colour scheme will consider readability for people with colour

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blindness. Dark fonts will be used on paler backgrounds and vice versa. Variations of colour will be kept to a minimum. Charts and graphs will not rely solely on colour to distinguish bars or segments but will also involve textures, e.g., stripes or hatching. Where relevant, icons and labels will be used instead of colour alone to indicate links, alerts, etc.

Audio content on the website and the Learning Management System will include subtitles and an option to download a transcript for hearing impaired users.

4.2 The Learning Management System

Prior to MHE's first enrolment of students, the IT staff, in consultation with the Academic Board and course coordinators, will use a free online tool to create a Learning Management System (LMS). Similar accessibility rules will apply to the LMS as to the website

It is expected that academic staff (full time, part time or sessional) will maintain the LMS in a timely fashion as it pertains to the units they teach. Staff will have their own access to the LMS so these contributions need not be sent to the IT Manager. Academic staff must upload, as a minimum:

- Course Learning Outcomes and Unit Learning Outcomes
- Study notes
- Course timetables, including dates when assessments are due
- Details of assessments
- Blog posts for initiating class discussions
- Questionnaires
- Recorded lectures, seminars etc (for online and blended delivery modes).
- Any other learning and teaching related documents

4.3 MHE's Social Media Presence

Social media is an increasingly significant means of interaction for many people and organisations, including our students, staff, alumni and graduates' employers. MHE intends to use social media to promote MHE and maintain relationships with key stakeholders.

The IT Manager will establish an MHE presence in various platforms early in MHE's operation. MHE envisages that all management, academic and senior administrative staff will be able to contribute to the MHE social media presence, adjusting the degree of formality of posts to suit the purpose of the platform.

4.3.1 LinkedIn

LinkedIn is essential for navigating the labour market. Establishing connections between MHE, industry bodies and Australian higher education providers will be invaluable for the future of MHE and our students.

MHE ancillary staff will use LinkedIn to give MHE a good reputation and further our goals by:

- Highlighting achievements of our students and alumni
- Monitoring positions vacant in accounting, business administration and project management and forwarding them to recent graduates and students nearing their graduation.

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MHE academic staff will be encouraged to use LinkedIn to advance MHE and their own careers by:

- Initiating and participating in discussions of higher education theory and practice
- Initiating and participating in discussions of their fields of expertise
- Pursuing professional development through LinkedIn Learning
- Contributing to LinkedIn Learning in areas related to their academic discipline.

4.3.2 Video Sharing Sites

Video sharing sites offer much to higher education providers. The most famous video sharing site is YouTube, which has in a brief time developed a solid reputation as a source of tutorials on a vast range of topics. Using simple equipment and free software such as Shotcut, it is not hard to produce professional audio-visual content for supplementary course material or “flipped” classrooms.

Every academic staff member’s contract will specify that any videos produced as part of the fulfilment of their duty statement are MHE’s intellectual property. Issues regarding the ownership of videos made by MHE staff may be resolved by referring to MHE’s Intellectual Property Policy and Procedures.

Any member of the academic staff, with the assistance of the IT Staff, may prepare a teaching video for any purpose related to MHE. Filming must be done with appropriate lighting in a well-lit environment. Staff must ensure that there is no or minimal movement, ideally by mounting the camera on a tripod. Staff must eliminate external noise and maintain the sound levels at between –12 and –6 decibels. Films must be in high definition in a 16:9 aspect ratio and retain the original frame size and frame rate throughout.

The IT Staff will produce templates for an opening and closing sequence for MHE videos containing a short piece of copyright-free music and the MHE logo. The opening sequence shall also contain the title of the video and presenter’s name and the closing sequence will contain any appropriate closing credits, finishing with “Copyright © Monaro Higher Education” and the year of production, in the same colour scheme and font as the home page of the MHE website. Templates for these opening and closing sequences will be accessible in the share drive.

The video should be sent in MP4 format to the IT Manager with a request to upload it or else saved in the share drive in MP4 format and a request including the name and location sent to the IT Manager. The request should be accompanied by a transcript so that subtitles can be added as well as a list of appropriate keyword tags. Then, the IT Manager will upload the video to the MHE YouTube channel.

If the video is a recording of a lecture, tutorial, public address etc:

- MHE’s intention to record and purpose in recording must be clearly explained to the presenter well in advance
- The presenter must give prior consent in writing for the film to be made and for MHE to upload it or otherwise use it
- The fact that it will be filmed must be announced to any audience and to all participants before the filming starts.

4.3.3 Less Formal Platforms

Any member of management, academic staff or administrator may help to create a favourable image of MHE and its culture through informal comments and photographs on Facebook and Twitter. It is

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anticipated that as MHE develops a global market, MHE will also establish itself in regional platforms such as WeChat and Weibo.

4.4 Inappropriate Content

Any content which breaches the standards in Section 6.1 of the Web Content Policy will not be uploaded or posted. If any part of the MHE online presence is considered in breach of Section 6.1 of the Web Content Policy, it must be reported immediately to the IT Manager. The contributor will be notified with a brief explanation of why the content is unacceptable and notice that it has been deleted or of any editing which rendered it acceptable. If there is doubt as to its acceptability, it shall be referred to an appropriate manager at a higher level in the Organisational Structure than the contributor (eg, if the questionable content refers to a particular course, it shall be referred to the Course Coordinator of that course) for adjudication. Repeated and/or serious breaches will result in temporary or permanent forfeiture of rights to contribute to the MHE online presence.

4.5 Online Marketing

The content of any online marketing should be produced by collaboration between the IT Staff and the Marketing Manager. If the online marketing contains an audio-visual presentation, it must be produced with the same music, fonts and colour schemes and in the same format and under the same conditions as described in point 4.3.2 above. If it contains actual students or alumni, they must give written consent beforehand to be identified and quoted. If it contains actors playing students, staff or alumni, this must be acknowledged in small print at the bottom of the screen.

5. Definitions

Accessibility – the practice of ensuring that no barriers prevent interaction with, or access to, websites by people with disabilities.

Aspect Ratio – The ratio of the length of a screen image to its height. 16:9 is considered standard to fill a standard laptop screen.

Domain name – the name of a website.

Social Media Presence – The combined effect of all use of social media platforms to create a public image.

Targeted Social Media Marketing – The practice of using browsing history and preferences to deduce the demographics with which a social media identifies, with a view to sending them advertising, marketing or promotional material designed to appeal to that demographic.

6. Relevant Legislation and Regulations

MHE acknowledges its legal and regulatory obligations under the following frameworks:

- Higher Education Standards Framework (HESF) 2021
- Education Services for Overseas Students (ESOS) Framework 2013
- Privacy Act 1998

7. Policy Administration

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Policy category	Governance
Policy owner	Board of Directors
Responsible officer	IT Manager
Approving authority	Board of Directors
Contact officer	IT Manager and or Higher Education Admin
Approval date	14 th January 2022
Commencement date	14 th January 2022
Review date	Three years
Version	1.2
Related documents	Web Content Policy Information Technology Infrastructure Policy and Procedure

8. Version control and change history

Version	Approval date	Approved by	Summary of changes
1.1	3 December 2021	Board of Directors	
1.2	14 January 2022	Board of Directors	Add one section for Accessibility.

9. Benchmark / References

- *The Western Sydney University*
[Web Policy / Document / Policy DDS \(westernsydney.edu.au\) download.php \(westernsydney.edu.au\)](#)
- *Charles Sturt University*
[Web Policy / Document / CSU Policy Library](#)
- *Hugh Baird College*
[Microsoft Word - FCE489E70F0D65F3BB7D89D0C877ACDC.docx \(hughbaird.ac.uk\)](#)
- [How to Make Websites Accessible for the Visually Impaired | Fuzzy Math](#)