Policy Number	712.000
Policy Title	Official Web Presence Policy
Responsible Officer	Director of University Communications/Director of Enrollment Marketing
Responsible Office	University Communications/Enrollment Marketing
Summary	To maintain a unified and professional online presence, Columbia International University (CIU) enforces guidelines regarding the creation and management of websites that represent the university or are related to university activities.
Definitions	*Web presence: All CIU-related websites directly under the control of CIU staff and faculty.* *Website: "A set of interconnected webpages, usually including a homepage, generally located on the same server, and prepared and maintained as a collection of information by a person, group, or organization" (Wordnik; https://www.wordnik.com/words/website).*
Approving Body	Administrative Council; Academic Council
Approval Date	Admin C – 08.07.2024; Aca C – 09.13.2024
Last Revision	7/2/2024
Re-evaluation Date	Fall 2028
Departmental Impact	All departments

Failure to follow the following policy may result in disciplinary action, including termination of employment.

Policy Statement

Employees of Columbia International University are prohibited from creating, hosting, or managing personal or organization-related websites or any online platforms that represent CIU or pertain to university activities without prior authorization. All new web presences must be hosted on the official CIU domain (ciu.edu) or other approved university domains.

Rationale

It is imperative that all web presences representing CIU be hosted on a unified, well-managed, appropriately branded website(s). Failure to do so could result in security lapses, fragmentation of CIU's brand image, and poorly managed or upkept websites that do more harm than good to the organization.

Guidelines

1. **Official Domains:** All websites or online platforms representing CIU or related to university activities must be hosted on the official CIU domain (ciu.edu) or other domains approved by University Communications.

2. **Authorization Process:** Employees seeking to create or manage a new web presence must submit a request to the University Communications department. This request should include a proposal outlining the purpose, content, and management plan for the site.

3. **Content Approval:** The University Communications department must review and approve all content intended for publication on CIU-affiliated platforms to ensure it aligns with the university's branding, values, and messaging guidelines.

4. **Centralized Management Access:** The University Communications department will oversee the setup and management of all new web presences to ensure consistency and compliance with CIU's standards.

5. **Prohibited Actions:** Employees are strictly prohibited from independently creating or hosting any websites or online platforms that represent CIU or relate to university activities outside the official domains.

6. **Compliance and Monitoring:** The University Communications department reserves the right to monitor and review all CIU-affiliated online content. Unauthorized sites or content will be subject to immediate removal.

Additional Provisions

Domain Name Registration
CIU prohibits employees from personally purchasing or registering domain names that the university may need or want to use for official purposes. This includes, but is not limited to:

- Domains containing the university's name or variations thereof

- Domains related to university programs, departments, or initiatives

- Domains associated with university events, conferences, or research projects

- Domains that could reasonably be mistaken for official university websites

Adding New Pages to ciu.edu
University Communications and Enrollment Marketing will determine whether new content should be added as new pages on ciu.edu or integrated into existing pages. This decision will be based on web design best practices to ensure a cohesive and user-friendly online presence.

Hyperlinks
www.ciu.edu/policy