External Website Management Policy
UPR IM20 Appendix III version 02.0

Policies superseded by this document

This document replaces version 01.0 of UPR IM20 Appendix III, with effect from 3 January 2023.

Summary of significant changes to the previous version

Minor amendments made to reflect changes in current practice.

Glossary

A glossary of approved University terminology can be found in **UPR GV08**.

Table of contents

1 Introduction

This appendix to UPR IM20 'IT and Computing Regulations' should be read in conjunction with the whole UPR and its other appendices, and UPR EQ10[1]; UPR SA12[2]; UPR IM08[3]; UPR IM02[4], the 'JANET Acceptable Use Policy' (see section 4.5.1, UPR IM20) and the staff computing guide.

2 Scope

This document sets out the regulations and procedures which Members of the University posting, exchanging and publishing information and/or other services via the Internet (see section 3.3), an extranet (see section 3.4) or an intranet, including StudyNet and HertsHub, (see sections 3.5, 3.6 and 3.7), using social media (see sections 3.14 and 3.19) are required to follow.

3 Definitions

For the purposes of this document, the following definitions will apply:

3.1 'URL':

('Uniform Resource Locator') a web address used to identify a particular service or resource delivered via a web browser.

3.2 'Internet':

a world-wide system of networks and information systems which can be accessed by the general public; This includes, but is not limited to, web sites, on-line communications services and social media

3.3 'extranet':

a collection of networked information systems belonging to the University of Hertfordshire which may be accessed by Members of the University and specific groups outside the University (it should be noted that regulations set out in this document which apply to the Internet also apply to extranets);

3.4 'intranet':

a collection of networked information systems belonging to the University of Hertfordshire, access to which is restricted to those Members of the University who have been granted access;

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[1]   UPR EQ10 'Bullying and Harassment'
[2]   UPR SA12 'Learning Resources'
[3]   UPR IM08 'Data Protection Policy and Privacy Statement'
[4]   UPR IM02 'Information and Data Management Principles'

3.5 **'University web page':**

a web page which belongs to some identifiable entity or organisational unit, for example, a School, programme, module or society or an individual, for example, a member of staff or a member or officer of a society, that is publicised to be used as part of the Internet or an intranet;

3.6 **'microsite' and 'subsite':**

a group of web pages which may be used to present a specialised and discreet and/or time-limited set of content and which may function as a distinct supplement to a primary website accessible from the parent website and within the overall information architecture ('subsite'), or where the content is peripheral to the main business of the University, as a separate website ('microsite') which may have a separate design and may be accessed via a distinct web address;

4 Policy

4.1 The University will use the Internet and social media as a means of building reputation and relationships, inspiring and attracting 'new business' interest from key external audiences, converting interest into commitment and action, showcasing the University's expertise and achievements and disseminating information.

4.2 The University will, as appropriate, use the Internet, extranets and intranets (including StudyNet and HertsHub) and social media to provide information and services to Members of the University and the wider community and to deliver teaching and learning materials, in accordance with University policies, to individuals who are entitled to access them under the provisions of the University's Information and Data Management Principles (see UPR IM02[4]).

4.3 When made available on-line, information intended solely for use by members of the University's staff will be published on the staff intranet.

5 Regulations

5.1 **University web pages (including internet, extranet and intranet, StudyNet and HertsHub, and use of social media and virtual worlds)**

5.1.1 Web hyperlinks

Although many University web pages will be concerned principally with information relating to the Strategic Business Unit from which they originate, they must comply with the design, information architecture, navigation, style and terminology agreed for the University's corporate web site and intranets. Within this framework, web hyperlinks should be incorporated. where appropriate, to general information to which unrestricted access has been granted by University management, available on the Internet, concerning the University and its activities.

5.1.2   Corporate identity

All University web pages and use of social media and virtual worlds must incorporate the standard form of the University of Hertfordshire brand and logo as determined by the Executive Director - Business, International, Marketing & Recruitment and Director of Marketing and Communications.

Marketing and Communications will provide a library of information, for example, logos and photographic materials, which can be accessed by staff setting up web pages and presences in agreed social media and virtual worlds.

5.1.3   University website terms and conditions

The University website terms and conditions and privacy policy apply to every University web page (see Appendix I, UPR IM20), and must have a hyperlink from all University websites and FTP servers.

6   Requests for New Web Addresses

Requests for new web addresses, those using 'herts.ac.uk' and other domain names should be sent to dns.reg@herts.ac.uk. A minimum of five (**5**) working days' notice is required for the approval, registration and assignment of a new web address.

6.1   Principles and policies

6.1.1   Web addresses should always use all lower case letters and contain no spaces, underscores or URL encoded characters.

6.1.2   The website or service name used for a web address:

a   should be transparent and easily understood by the intended user;

b   should clearly, unambiguously and succinctly describe the service to be delivered;

c   should take account of names in common usage;

d   should not refer to the name of the server or the product used to deliver the service.

6.1.3   The 'herts.ac.uk' domain is the University's primary registered domain and should be used for the majority of information and services provided by the University;

6.2   Use of the 'herts.ac.uk' domain

6.2.1   The web address 'www.herts.ac.uk' is used for the University external website.

6.2.2   All material published to this web address will be publicly accessible and the Executive Director - Business, International, Marketing & Recruitment and Director of Marketing and Communications (or nominee) has full editorial control of all content published via this web address.

6.2.3   To enhance the optimisation of search rankings for the external website, the 'www' prefix to the 'herts.ac.uk' web address is reserved for the exclusive use of the University external website.

6.2.4   None of the published web addresses for other University web-based services should include the 'www' prefix. To meet user expectation and for ease of use, if a user enters the 'www' prefix when requesting other services, re-direction to the correct service will be provided.

(**Note:** Therefore, a member of staff entering 'www.HertsHub.herts.ac.uk' would be re-directed automatically to 'HertsHub.herts.ac.uk' with the latter address displaying in the browser address bar.)

6.2.5   The format '[servicename].herts.ac.uk' is to be used for University web-based services other than the University external website.

(**Note**: For example:

'hr.herts.ac.uk' for the HR system staff portal.)

6.2.6   Agreed 'microsites' that relate to the work of the University but that are not 'subsites' of the University external website should use the web address format '[micrositename].herts.ac.uk'

(**Note:** Examples of currently agreed microsites would include:

'kaspar.herts.ac.uk' and 'heritagehub.herts.ac.uk'.

Naming conventions for, and registration of, agreed microsites where it is not appropriate to use the 'herts.ac.uk' domain are given in section 6.)

6.2.7   Specific web content or a service with a registered 'herts.ac.uk' domain can also be referenced by a shortcut URL or web address.

(**Note:** This will facilitate the effective marketing of a significant section of a website or a specific service by providing a memorable and short web address for users. Shortcut URLs of this type currently take one of two forms, for example:

'go.herts.ac.uk/[shortname]' (therefore, 'http://go.herts.ac.uk/cpdhealth' is used instead of 'http://www.herts.ac.uk/more/professional-development-in-health/home.cfm')

or
'www.herts.ac.uk/[shortcutname]' for a shortcut to a distinct part of a larger site such as 'www.herts.ac.uk/law .')

5/6

6.3   Use of other domains

6.3.1   The use of other non 'herts.ac.uk' domains requires prior agreement and is acceptable only when the website or service is:

a   an externally funded service or website (for example: 'www.dynamicsofvirtualwork.com');

b   a collaborative funded or delivered project with multiple external partners (for example: 'www.tabsanetwork.org');

c   a commercial venture (for example: 'www.uhonline.co.uk').

6.3.2   The Chief Information and Digital Officer may agree to the registration and purchase on behalf of the University of other non 'herts.ac.uk' domain names to protect the University from the use of web addresses by others that may confuse users searching for University web addresses and services or that may give rise to direct competition using web addresses similar to those used by the University. Web addresses obtained for these reasons should not be published or used.

Sharon Harrison-Barker
Secretary and Registrar
Signed: **3 January 2023**

Alternative format
If you need this document in an alternative format, please email us at governanceservices@herts.ac.uk or telephone us on +44 (0)1707 28 6006.