



WEB POLICY 2018

On the recommendation of the Senate, the Council of the Wayamba University of Sri Lanka, as the governing authority of the Wayamba University of Sri Lanka, by resolution adopts the following policy.

Dated: 28.06.2018

Last amended: Not applicable

Signature: Signed

Position: Vic Chancellor, Wayamba University of Sri Lanka

CONTENTS

Contents	1
PART 1 - PRELIMINERIES	2
1 Name of policy	2
2 Commencement.....	2
3 Policy is binding	2
4 Overview	2
5 Application	2
6 Definitions	3
PART 2 – POLICY STATEMENT	3
7 Policy Statements	3
8 Governance and Operation	4
9 Web Content	5
10 Rescissions and replacements	6
Notes	7
Amendment history	7



PART 1 - PRELIMINERIES

1 Name of policy

This is the Web Policy 2018.

2 Commencement

This policy commences on 01.10.2018.

3 Policy is binding

This policy binds the University, staff, students and affiliates.

4 Overview

This policy provides an effective University-wide framework for governance and management of matters related to web delivery of information and services at Wayamba University of Sri Lanka. This policy facilitate to review and monitor the web domain of the Wayamba University of Sri Lanka ensuring that users of the university web are provided with accurate, consistent and up-to-date information on the university. Further this policy aims;

- (1) to advise the Senate of the WUSL on the status and development of university web domain,
- (2) to provide and maintain a high-quality web presence for all academic staff members of the WUSL, and
- (3) to improve the quality of WUSL's web presence to promote its reputation nationally and internationally.

5 Application

This policy applies to all University web users, including Faculty, administrators, students, staff and other affiliated users.

The Web Policy applies to web presence of the University, irrespective of whether the website is hosted on University servers or otherwise. The University's web presence includes any online information that represent all or part of the WUSL including, websites, blogs, social networks and media sharing.

The Chairman Information & Communication Technology Governance Committee (ICTGC) shall bare the principal responsibility to coordinate the maintenance, updates and assure reliability and availability of the WUSL website.

The Vice-chancellor, Deans, Heads of Departments/Units/Administrative divisions will support to carry out the principal responsibility assigned to the Chairman ICTGC.



6 Definitions

Web content	refers to text, images, documents, video and audio files, links etc., available through a web browser (e.g. Internet Explorer, Firefox, Chrome), regardless of device (e.g. PC, tab, mobile phone).
University website	refers to official University website at www.wyb.ac.lk
External organisations	include public and private sector organisations within Sri Lanka or elsewhere

PART 2 – POLICY STATEMENT

7 Policy Statements

- (1) The University recognises Wayamba University website's essential role in enabling the University to fulfil its mission and achieve its goals.
- (2) The University is committed to manage informative, up-to-date online web presence of the University.

Following principles will be observed to achieve this objective.

(a) High quality content

High quality content must be maintained via:

- (i) accurate, up-to-date content which are usually collected from primary sources.
- (ii) appropriately archiving.
- (iii) selection of tone: unambiguous, appropriate to the intended audience and reputation of the University.
- (iv) Language: English, using Sinhala and Tamil where necessary.
- (v) restricting selected content (i.e. confidential matters) for general public.

(b) Security of the University's web presence

- (i) The Senate (or ICTGC) shall take measures to take off, web sites or online applications which are unofficial, insecure and pose considerable risk to reputation of the University.
- (ii) In emergency situations the Chairman ICTGC has the authority to take immediate action to prevent any incidents related to the reputation of WUSL.

(c) Legal

- (i) All participants in the web presence must comply with the By-laws of the University and Law of Sri Lanka.

- (1) Appropriate use of University website in promoting the University's purpose and in supporting its learning and teaching, research and outreach activities is actively supported and encouraged.



- (2) The University is committed to a programme of continuous improvement for Wayamba University Website and will provide regular opportunities for internal and external stakeholders to contribute to and provide feedback on its performance.

8 Governance and Operation

- (1) The Web Steering Committee (WSC) is the peak web governance body of the University, which is chaired by the Chairman of ICTGC. He/she is the contact for Web Steering Committee enquiries. ICTGC provides strategic support to the Web Steering Committee. WSC consists of representatives / co-ordinators from Faculties, Library, Units, Centres and Administrative Divisions. WSC manages the web presence of the University in compliance with principles of the University Web Policy.
- (2) Web Master of the University shall be appointed on the recommendation of the Directors of ICTC.
- (3) Web Coordinators are appointed by respective Faculties /Departments /Centres/ Units/ Administrative Division (hereafter referred as Division) by the leader of the corresponding section or the leader himself may be self-appointed.
- (4) ICT Centres provide technical support and services to Web Coordinators and Web Master who works under Director ICTC (Figure 1).
- (5) The Vice Chancellor and the Senate of Wayamba University of Sri Lanka (delegated to ICTGC), Heads of Divisions are responsible for managing compliance with the principles of the Web Policy.
- (6) Chairman, ICTGC is responsible for providing services to assist in requests by Web Coordinators via the ICTC Directors and Web Master.
- (7) Chairman, ICTGC (in consultation with Senate, Registrar and Directors of Units / Centres) is responsible for taking appropriate steps to improve the content to comply with the principles of the University Web Policy and to remove content that may result in damage to the reputation of the University. He/ She should co-operate with the Web master and Web Coordinators in this process.
- (8) The Web Coordinators (in consultation with the relevant Heads of Divisions) is responsible for taking appropriate steps to improve the content to comply with the principles of the University Web Policy and the Faculty Web Policy (if any) and to remove content that may result in damage to the reputation of each Faculty.
- (9) The ICTGC is responsible for regularly updating the Web Policy and managing the process of taking appropriate steps to take down, web sites or online applications which pose considerable risk to the image of the University.

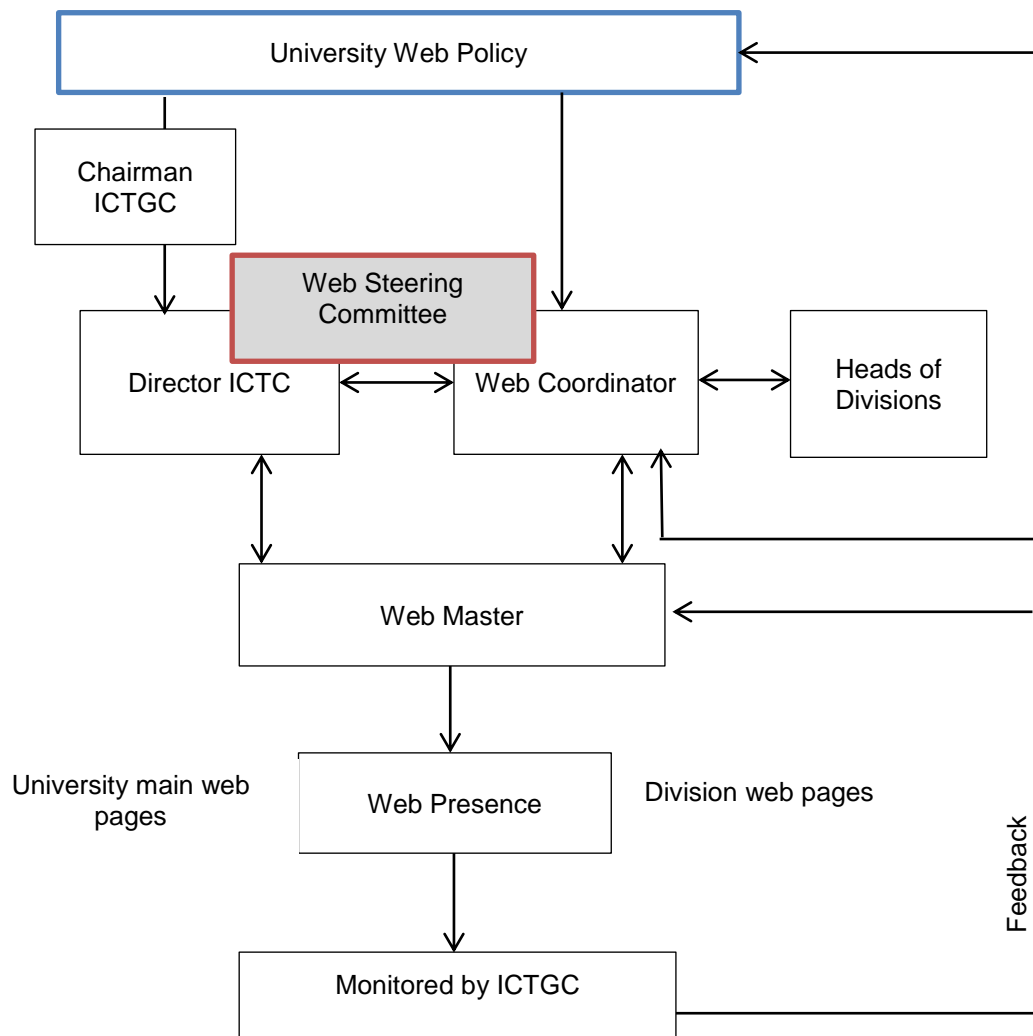


Figure 1. Governance and Management of University Web Policy and Web Presence

9 Web Content

- (1) Content on Wayamba University Web must be specific to the official work of the University and not expose the University to risk in relation to its reputation, the conduct of its business, or its legal or ethical obligations. The following content and/or other content authorised by the Heads of Divisions shall be submitted to be published on the WUSL website.
 - Personal profiles of staff
 - Descriptions of the Faculties, Units, Centres, Divisions etc.
 - Upcoming or past events / programmes related to Wayamba University,
 - Announcements



Wayamba University of Sri Lanka

- (2) The ICTCs will provide more information on the submission of the web content and its formatting.
- (3) Obsolete or inaccurate information damages the reputation of the University. Content should be reviewed regularly and removed if out of date.

Wayamba University Web must not;

- (a) contain or link to content unrelated to the official activities of the University;
 - (b) contain or link to outdated, inaccurate, misleading, offensive, obscene, defamatory or threatening content;
 - (c) contain or link to content which implicitly or explicitly contravenes State legislation;
 - (d) contain or link to content of commercial or non-University activities performed by staff members or their families or their commercial or business associates;
 - (e) contain content owned by external organisations;
 - (f) contain copyrighted content unless written permission from the copyright holder is held. Please refer to the Intellectual Property (IP) Policy and IP Act for more information.
- (4) Promotional space on the University home page must only be used to enhance the brand reputation of the University, or to drive student recruitment. Publishing of any promotional banners or buttons that do not clearly fulfil these requirements will be at the discretion of the Chairman, ICTGC.
 - (5) Links to External Sites: WSC reviews and approves and/or makes recommendations to the Chairman, ICTGC, on the suitability and nature of links to non-Wayamba University websites ('outbound links') for initial or continued publication as part of Wayamba University-Web.
 - (6) Sponsorship and Advertising
 - (a) Acknowledgement of sponsors on Wayamba-Web is permitted where the sponsorship is directly related to the other content on the page on which it appears, for example, the inclusion of links to the websites of organisations sponsoring conferences or projects is permitted.
 - (b) Web pages may contain an acknowledgement of sponsors of University supported projects, provided that the appearance of the acknowledgement is in keeping with the University's web page design guidelines. Other forms of advertising on Wayamba-Web are not permitted.
 - (c) Notwithstanding the above, mentioning of a sponsors' name is not permitted on the main entry-points to the site (e.g. the University's home page).
 - (d) Sponsor's name or company logo should not exceed the dimensions of the University logo published on Wayamba-Web.
 - (e) Advertising for the purposes of commercial gain (e.g. revenue-raising) is not permitted on Wayamba-Web.
 - (f) All web pages containing potentially promotional reference to external organisations or individuals should be referred to the Chairman, ICTGC for approval.

10 Rescissions and replacements

Not applicable



NOTES

Web Policy 2018

Date adopted: 28.06.2018

Date commenced: 01.10.2018

Administrator: Chairman, ICTGC

Review date: 30.09.2023

Rescinded documents: Not applicable

Related documents: ICT Service & Resource Policy

Intellectual Property Policy

Web Content Guidelines

AMENDMENT HISTORY

Provision	Amendment	Commencing
	Not applicable	