Dillard University Digital Publishing Guidelines

Web Content Management Policy

Content Validity & Responsibility

Departments at Dillard University are responsible for ensuring that their assigned online digital content and websites contain current, accurate, and accessible content. This includes managing all text, images, files, and hyperlinks in alignment with university branding, accessibility standards, and applicable laws and policies.

Content Ownership

Each university office, department, or unit should designate a **Department Site Owner** and a **Content Editor**-though in some cases, these roles may be filled by the same person. Together, they are responsible for maintaining accurate, timely, and relevant web content and may work with the Web team in the Office of Communications and Marketing (OCM) as needed.

- **Department Site Owner (Dept. head)**: Oversees the department's web presence and makes administrative and strategic decisions related to web content.

- **Content Editor (editor)**: Manages day-to-day content updates and serves as the main point of contact for edits. This includes keeping current copies of files (PDFs, images, etc.) used on the site.

Website and Digital Content Oversight

The Dillard University Web Team is responsible for maintaining the University's top-level web pages and ensuring consistency, accuracy, and compliance across all official online content representing Dillard University, including third party content used by D. (ADD OVERSIGHT COMMITTEE)

While departments manage their own assigned pages and content, all digital content - including department web pages, microsites, and official social media posts - is subject to review and approval by the Web Team. This process ensures alignment with University branding, accessibility standards, and institutional priorities.

NOTE: It is the responsibility of each department to maintain backups of all documents, images and content within your department website. OCM is not responsible for keeping backups of files, images, webpages, etc.

Accuracy & Maintenance

Departmental websites and digital content should be reviewed on a regular schedule - **at minimum at the start of each academic semester** - to ensure that pages are free of outdated information, broken links, and grammatical or formatting errors. When appropriate, outdated

DRAFT

pages should be updated, redirected or removed, and the Web Team should be consulted about redirects or structural changes.

Avoiding Redundancy / Duplicate Content

To preserve consistency and accuracy across the university website, departments are encouraged to **link to centralized sources**. Duplicate content should be avoided to assure accuracy as content changes, and to avoid issues with search engine optimization (SEO).

Commercial Content & Credits

University websites should not contain advertisements, sponsor acknowledgments, or credit lines such as “Site created by…” or “Under construction.”

Approval/Training

All Dillard University digital content is **subject to review and approval** by the Office of Marketing and Communications. The Web Team is available to assist with training, support and to ensure digital content aligns with university standards."

For assistance, contact the Web Team at **web@dillard.edu**.

DRAFT