

<b>ADMINISTRATIVE DIVISION</b> Marketing and Communications		<b>POLICY NUMBER</b> 221
<b>POLICY TITLE</b> Website		
<b>DATE OF REVISION</b> November 22, 2024		
<b>RESPONSIBLE OFFICER</b> Senior Director of Communications	<b>ADMINISTRATIVE OFFICE</b> Marketing and Communications	

## PURPOSE

This communications policy governs the best practices and guidelines for the University of South Carolina Beaufort website, uscb.edu.

## DEFINITIONS

**Academic unit:** Department, office, University Libraries. Within any academic unit, there may be academic sub-units such as departments, centers, and institutes.

**Administrative unit:** Administrative divisions such as Human Resources, Executive Vice Chancellor/Provost and Administration and Finance. Within any administrative unit, there may be administrative sub-units such as departments, centers, and offices.

**Departmental editors:** Departmental editors are responsible for the digital content originating within the unit.

**Website manager:** The Senior Director of Communications serves as the primary contact within the Office of Marketing and Communications. Provides strategic communications consulting and project coordination and serve as an entry point for all communications support services.

## POLICY STATEMENT

The mission of the Office of Marketing and Communications is to build, enhance and protect the University of South Carolina Beaufort brand and help provide a consistent brand experience across all university touch points. Marketing and Communications designs and promotes web communications that align with and support the university's overall branding and marketing and communications objectives while providing academic and administrative units control to add, edit and delete content.

## PROCEDURES

### A. Web

1. All websites and pages hosted on the uscb.edu domain either as a subdomain (xxx.uscb.edu) or a subdirectory (uscb.edu/xxx) are governed by this policy. Marketing and Communications manages all university-level pages of uscb.edu.
2. All academic and administrative units and sub-units must use the university's content management system (CMS), approved page designs and content elements to plan and

execute their web presence.

- a. Marketing and Communications will consult and train on the strategic and stylistic aspects of creating and publishing web content.
- b. Marketing and Communications and Information Technology Services and Support (ITSS) will train unit representatives on the technical aspects of how to create and maintain web pages in the CMS system when requested.

3. New or updated content that requires adding navigation or restructuring a current site map must be reviewed by Marketing and Communications prior to launch. Marketing and Communications may request revisions as appropriate to ensure clear and consistent presentation.

- a. Departmental editors must receive approval from their chair/supervisor before posting external links on uscb.edu.

4. Vendors or contractors engaged to assist in creating or maintaining the web presence for a unit will not receive direct access to the CMS. Vendors or contractors must follow guidelines in the Marketing Toolbox. Vendors must also be an approved vendor in the USC System as described in policy [COMM 4.0 Vendors and Outsourcing](#).

5. Reuse of any component of the university web presence, whether content or code, in whole or in part, as well as the emulation of the university web design requires prior approval from Marketing and Communications.

6. All webpages and the content therein on uscb.edu must be compliant with USC policy [IT 5.00 Digital Accessibility](#).

7. All website content should be reviewed and updated by the academic or administrative unit on an annual basis, at a minimum, for accuracy and relevancy. Pages with content that is redundant, outdated, or incorrect should be corrected, deleted or archived.

- a. If an academic or administrative unit is unable to maintain their webpages, requests for assistance must be made to Marketing and Communications.

8. Taking pages offline for republishing or any other reason should be scheduled between the hours of 8 p.m. and 8 a.m. to limit inconvenience to visitors during high traffic hours.

## B. Communications Guidelines and Resources

1. Website Manager – Provides strategic communications consulting and serve as an entry point to all Marketing and Communications services.
2. Administrative/Administrative Units:

- a. Departmental editors will consult with Marketing and Communications as necessary and will serve as the singular point of contact with Marketing and Communications on the unit's behalf.
3. Brand Toolbox - All procedures, brand identity guidelines and marketing resources related to the marketing and communications activities outlined in the policy are posted on the Brand Toolbox located on the university's website: [uscb.edu/faculty-and-staff/marketing-toolbox.html](https://uscb.edu/faculty-and-staff/marketing-toolbox.html).
- a. Marketing and Communications will periodically revise, update and expand brand identity guidelines and marketing resources posted on the Brand Toolbox.
- b. Individuals and groups responsible for the creation of marketing and promotional materials should check the Brand Toolbox frequently to ensure that communications are in compliance with all guidelines.
4. All USCB websites must follow the approved domain structure as defined by Marketing and Communications. Nonconforming subdomain web pages or outdated URLs will be removed from the uscb.edu domain.

If this policy does not cover what you are looking for, please contact the Senior Director of Communications.

## RELATED UNIVERSITY AND STATE POLICIES

- [COMM 4.0 Vendors and Outsourcing](#)
- [IT 5.00 Digital Accessibility](#)

## HISTORY OF REVISIONS

Date of Revision	Reason for Revision
November 22, 2024	Updated Format