1. PURPOSE

The Web Communications Policy outlines the rules and regulations that govern the representation of The American University of Paris (AUP) to all internal and external audiences on the AUP website. The purpose of this policy is to ensure that all communication that takes place on behalf of the University is done in a manner that is consistent with the University's quality standards, branding and visual identity guidelines, editorial style guide and strategic positioning.

2. WHO IS AFFECTED BY THIS POLICY

AUP employees, individuals representing the University in an official capacity, individuals with access to the University's official communication channels.

3. POLICY STATEMENT

The American University of Paris encourages the use of the AUP website to provide information, news and resources to prospective students, current students, parents, employees, alumni, friends of the University, the media, and the general public. The University website serves to promote AUP news and events, the academic curriculum, faculty and student research and scholarship, institutional priorities and University governance.

The Office of Communications exists to strategize and provide accurate, timely and pertinent information about AUP to internal and external audiences through the University website and social media channels. The Office of Communications acts as the official voice of AUP either through direct communication, responsive contact or through collaboration with others in the AUP community. Non-institutional, academic websites or web-based applications (e.g. websites for conferences, academic journals, personal faculty websites, database applications) are not administered or maintained by the Office of Communications.

3.1. Web Content Development

The members of the Office of Communications partner in an ongoing fashion with AUP departments to understand their needs for web content and to create new content or revise existing content. The Office will be expected to adapt these content needs into text and articles for web publishing according to AUP brand and editorial policies and execute them in a timely fashion. In the case of multiple conflicting priorities, particularly for large web content development projects, the Director of Communications and Outreach will prioritize the individual projects, and, if necessary, escalate prioritization to the AUP Leadership Team.

3.1.1. Course Listings

The Office of the Registrar maintains the only course description that can appear on the University webpage. The course description is automatically synced between CAMS and the AUP website. Web editors should link to a course as it appears in the course catalog. Linking to or posting a Microsoft Word document or a PDF file that includes the department's own course description is prohibited. The Office of Communications reserves the right to take down such links.

3.1.2. Links to Other Websites

The AUP website contains links that allow visitors to access other websites that are not controlled by AUP. Such links are provided as a convenience and do not imply endorsement by the University. AUP assumes no responsibility or liability for any material on these websites and expressly disclaims any responsibility for the contents of any linked site. The Office of Communications reserves the right to refuse to offer a link to an external website on an official webpage or to remove a link without notice if it is not consistent with the University's values or educational and research mission.

3.2. Brand and Editorial Management

The Office of Communications has full access to the AUP website to ensure quality control and will edit/alter content as needed for clarity, grammar, spelling, usage, and style, as well as to conform with University naming conventions and branding. Website content is informed by the Brand Guidelines. The Office of Communications reserves the right to revise

or delete content housed either on other internal or external websites that do not meet acceptable use guidelines or the standards outlined in this policy.

3.3. **Images**

The Office of Communications, working with individual departments of the University, will select all images according to the Brand Guidelines. Images may be changed on occasion or at the change of a semester. The Website and Internal Communications Manager and other content administrators in the Office of Communications will follow the guidelines set forth in the Brand Guidelines and choose organic images or stock photography as appropriate. Any images selected outside of these services must follow relevant copyright laws.

3.4. **Permissions**

Members of the Office of Communications are the only content administrators while certain members of IT Services are the only site administrators. Limited content editing rights are made available to individuals based on specific expertise and department requirements at the discretion of the Director of Communications and Outreach.

4. RESPONSIBILITIES

The Director of Communications and Outreach oversees the web publishing function and is responsible for ensuring the correct implementation of the AUP Brand Guidelines, including the AUP name and logo. The Director is also responsible for University-wide and ongoing web content needs assessment and the development of web content strategy, awareness and review of other AUP hosted websites (blogs, library website, etc.) for compliance with web policies and oversight of all AUP staff with web content publishing rights.

The Website and Internal Communications Manager is a content administrator responsible for developing and managing content for all areas of the website and for maintaining the accuracy and quality of the AUP website. To accomplish this, the manager works collaboratively with all members of the Office of Communications who are content administrators and in partnership with departments to meet both broad and specific web content development and content management needs.

The IT Services Department provides a website administrator for the AUP website and provides support for web publishing and web development requirements as needed.

5. DEFINITIONS

5.1. **Limited content editing rights.** Allows a user to only edit specific parts of the AUP website according to the role that is assigned to them.

5.2. **Site administrator.** User role with access to all front- and back-end functionalities of the AUP website.

5.3. **Content administrator.** User role with an extensive but limited access to the front- and back-end functionalities of the AUP website.

6. APPROVALS & HISTORY

December 13, 2017	First iteration drafted by The Office University Communications
April 16, 2018	Leadership Team approval.
March 2020	Annual review.
November 19, 2020	Annual review; contact information updated.
November 1, 2021	Approved.
January 18, 2024	Updated, to be approved.
November 1, 2025	Next review.

7. ISSUING OFFICE AND CONTACT

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