Web Management and Publishing Procedure

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Purpose

This procedure sets out how Federation University Australia manages public-facing website content, publishing workflows and website improvement requests.

It establishes the roles, responsibilities and action pathways used to:

- support a consistent, accessible and user-focused website experience;
- manage website content governance, review and publishing approvals;
- prioritise content improvements, new pages and website enhancement requests through the relevant backlog; and
- clarify how content editors, subject matter experts, specialist content teams, the Digital Content team and the Digital Channels and Strategy Directorate contribute to website management and publishing.

Scope

This procedure applies to the Federation University Australia public-facing website and to content that appears on the website through other platforms.

This includes website content, structure, navigation, page design, publishing workflows and governance for content that is available to the public on the Federation website.

This procedure does not apply to student or staff systems that are accessed through a logged-in experience, sub-domains, social media channels or externally hosted sites.

Legislative context

- W3C Web Content Accessibility Guidelines (WCAG). All university websites are obligated to meet AA Success Criteria Level.
- The Disability Discrimination Act (DDA) 1992. Requires universities to provide online educational services and information in an accessible manner.
- Federation University Australia's regulatory requirements outline how Federation must represent course and learning information.

Definitions

A complete list of definitions relevant to this procedure is contained within the Policy Glossary.

A further list of definitions **specifically** relevant to this procedure is included below:

Term	Definition
Content editors	Content editors are selected by their area and are usually subject matter experts. They are responsible for day-to-day updates to existing web pages in their area. Content editors submit changes for review before publishing. Requests for new pages, major content changes or changes to page layout or user experience must be submitted to the Digital Content team and managed through the content backlog.
Content pages	Content pages are standard public-facing website pages that provide information, guidance or services for a specific audience or topic. They may sit below landing pages or within website sections and are maintained through the relevant web content management process.
Course Finder	The course search is the main landing page for prospective students to search and access marketing information about Federation University Australia courses. https://www.federation.edu.au/study/search/
Digital Channels and Strategy Directorate	The Digital Channels and Strategy Directorate owns the University's website strategy and roadmap, including development, user experience and content. The Directorate uses analytics, market research, user testing and digital and user experience best practice to guide improvements. Website improvements are prioritised by senior stakeholders and managed through a backlog of work.
Digital Content team	The Digital Channels and Strategy Directorate owns the University's website strategy and roadmap, including development, user experience

	and content. The Directorate uses analytics, market research, user testing and digital and user experience best practice to guide improvements. Website improvements are prioritised by senior stakeholders and managed through a backlog of work.
Homepage	The homepage is the main landing page of the Federation University Australia website. http://www.federation.edu.au
Landing pages	Landing pages are the main entry points for key sections of the Federation website, including Study, Apply, Research, Engage, About, Current students, Staff, Library and Contact us.
Marketing and communications pages	Specialist content pages include prospective and current student campaign pages, news pages, blog pages, media releases and student news pages.
Specialist content teams	Specialist content teams are teams with responsibility for publishing specific time-sensitive or audience-specific pages. This includes corporate communication functions for news and media releases, marketing functions for prospective student-facing campaign pages and blogs, and student communication functions for student-facing campaign pages and student news items.
Subject matter experts	Subject matter experts provide specialist knowledge about their area. They inform the requirements for improvements or updates to website content and help confirm that information is accurate, current and appropriate for the intended audience.

Procedure statement

The University considers web publishing to be a key strategic resource for communication, teaching, research, marketing, and administration. Appropriate use of this technology by the University community is required.

University resources may only be used to create and publish web pages where the purpose and effect of the published information is in support of the University's objectives and Strategic Plan.

Web-based publishing has an important impact on the reputation and standing of the University and must therefore occur in the context of an official policy framework.

Website publishing and management framework

Web management

The University website is managed through a strategic and coordinated publishing framework. The Digital Channels and Strategy Directorate sets the website strategy and roadmap for content, user experience and development. This work is informed by analytics, market research, user testing, accessibility requirements and digital best practice.

Website improvements are prioritised by senior stakeholders and managed through a backlog of work. Content, user experience and development priorities are assessed against University objectives, user needs, available evidence and operational impact.

The Digital Content team manages content governance, content review and publishing approvals. Content editors, subject matter experts and specialist content teams support the upkeep of accurate, accessible and current content for their areas.

Management of web content

The University manages website content through the following action pathways. These pathways apply to content pages, landing pages, specialist campaign, news and communication pages, and requests for website features or functionality.

Actions

1. Minor updates to existing pages

Responsibility: Content editors

Minor updates to existing pages may be completed by content editors and submitted for review. The Digital Content team are responsible for reviewing, approving and publishing submitted changes. Staff may also request support from the Digital Content team where they do not have editing access or need content advice.

2. Enhancements to existing content or page layout

Responsibility: Digital Content team

Enhancements to content, significant changes to page layout or changes that affect the user experience can be provided as feedback or requests to the Digital Content team by subject matter experts or content editors. These requests are assessed and prioritised through the content backlog.

3. New pages

Responsibility: Digital Content team

Requests for new pages can be submitted to the Digital Content team by subject matter experts or content editors. The team will review the request against user needs, existing content, website structure, accessibility and University standards before prioritising the work.

4. Website features, functionality and development work

Responsibility: Digital Channels and Strategy

Feedback about website features, functionality or development work can be provided to the Digital Channels and Strategy Directorate. These requests are considered against the website strategy and roadmap and are managed through the development backlog.

5. Specialist campaign, news and communication pages

Responsibility: Specialist content teams

Specialist content teams may publish time-specific campaign, news and communication pages without Digital Content team approval where they are responsible for that content. This includes Corporate Communications for

news and media releases, Marketing for prospective student-facing campaign pages and blogs, and Student Communications for student-facing campaign pages and student news items. These teams are responsible for ensuring their content is accurate, current, accessible and aligned with University standards.

Supporting documents

- Operations Governance Policy
- Digital design system
- Writing for web and digital channels
- Web changes

Responsibility

- The ChiefLearner Experience Officer, as the Approval Authority, is responsible for monitoring the implementation, outcomes an scheduled review of this procedure.
- The Director, Digital Channels and Strategy, as the Document Owner, is responsible for maintaining the content of this procedure as delegated by the Chief Learner Experience Officer.

Promulgation

The Web Management and Publishing Procedure will be communicated throughout the University via:

1. an announcement notice via FedNews website and on the ‘Recently Approved Documents’;
2. distribution of e-mails to Vice-Chancellor Senior Leadership Team;
3. distribution of e-mails to content editors.

Implementation

The Web Management and Publishing Procedure will be implemented throughout the University via:

1. an announcement notice via FedNews website and on the ‘Recently Approved Documents’ page.