

Draft - Digital Content Policy

- **Related Documents:** Brand Standards Guide, TMU Digital Standards, Acceptable Use of Information Technology Policy, Student Computing Guidelines, Minimum Cybersecurity Controls
- **Owner:** AVP University Relations
- **Approver:** University Relations
- **Approval Dates:**

I. Purpose

The University's websites and other digital content channels serve as primary information sources for the University. They serve both internal and external audiences, including faculty, staff, current students, prospective students, alumni, members of the news media, donors, parents, and others. As such, it is important that the digital content of the University is accurate, and is of a quality and standard that protects and enhances the identity and image of the University.

The purpose of this policy is to support effective digital communications by the University, which is fundamental to effective engagement, by both establishing standards and expectations for digital content published on the University's websites and other digital communication channels, and setting out a management structure that enables, supports and maintains the consistency and quality of the University's web properties, mobile application, and other emerging communication platforms. This includes ensuring that the digital content on the University's digital communication channels is of the necessary caliber to ensure the University meets its applicable legal and regulatory obligations that affect digital content.

II. Scope and Application

This Policy applies to all staff, students, and faculty of the University and is to be read in conjunction with the [Acceptable Use of Information Technology Policy](#).

This Policy does not apply to digital content shared through the University's social media accounts.

Nothing in this Policy is intended to impact the academic freedom or ability of faculty members to conduct and share research or other academic and scholarly work through Digital Channels.

III. Definitions

In this Policy, the following terms have the meanings set forth below:

- a) **"Brand Property"** means graphic, non-graphic elements that are or have been used to identify the University, in whole or in part, including but not limited to, name, mark (all types of marks including non-traditional marks), insignia, logos, seal, crest, design, or symbol.
- b) **"Digital Channel"** means a digital content channel representing or purporting to represent the University, including any Functional Unit. Digital Channels include but

are not limited to Web Properties, applications, and paid digital media, but do not include social media accounts.

- c) **“Digital Marketing Team”** means the University Relations Digital Marketing Team.
- d) **“Functional Unit”** means any operational segment of the University including faculties, divisions, schools, departments, offices, centres and institutes, and zones.
- e) **“Procedures”** means the procedures and related guidelines to this Digital Content Policy as may be instituted by the University from time to time.
- f) **“University”** means Toronto Metropolitan University.
- g) **“Web Property”** means any website or domain representing or purporting to represent the University, including any Functional Unit, and includes but is not limited to any website or domain whose cost is paid for, reimbursed by, or otherwise subsidized by the University.
- h) **“Content Manager”** means the designated individual within a Function Unit who is assigned the responsibility of managing the Functional Unit’s Digital Channel(s).

IV. Policy

1. Digital Channels are the property of the University and must be used in a manner that is consistent with the University’s mission and values.
2. To ensure consistency and to uphold and promote a professional, coherent, and distinctive image and reputation for the University, all digital content posted on or to Digital Channels must conform to:
 - a. [TMU Digital Standards](#),
 - b. [TMU Accessibility Policies](#);
 - c. [TMU Brand Stewardship Policy](#)
 - d. applicable laws and regulations, including but not limited to intellectual property, privacy, and accessibility laws.
3. Functional Units are responsible for: (i) maintaining the Digital Channels under their control; (ii) appointing a Content Manager, and establishing permissions, and access groups; and (iii) documenting how Digital Channels are to be managed, revised, and updated within the Functional Unit.
4. Content Managers must ensure that they have appropriate permission to share any third-party materials, including all images, photographs, text, and videos, before uploading them to or linking to them via a Digital Channel, and, where sharing is permitted, should ensure that such third-party materials or shared links are credited appropriately.
5. The University runs a single web CMS platform for its Web Properties; any alternative hosting platforms for a Web Property must be approved by the Digital Marketing Team prior to hosting or publishing live content.

6. The University is not required to support the hosting, development, or management of personal web content and may restrict the publishing of personal content on Digital Channels.
7. The Digital Marketing Team shall review domain name registration requests for Web Properties. Domain names should not be requested or registered via third-party service providers without approval from the Digital Marketing Team. It is the responsibility of the Content Manager to index all non-standard registered domain names relating to their Functional Unit with the Digital Marketing Team.
8. The Office of the General Counsel and Board Secretariat is responsible for developing, maintaining, and publishing the University's legal disclosures and notices containing approved University wording for use on Digital Channels. It is the responsibility of Content Managers to use the approved wording, and if required confirm content wording with the Office of the General Counsel and Board Secretariat prior to inclusion or publication.
9. The Digital Marketing Team may make edits, updates, and changes to the University's Digital Channels as required to preserve Brand Properties, maintain the functionality and user experience of the Web Property, improve search engine optimization (SEO), ensure the University is in compliance with accessibility standards, and to promote a professional, consistent, and coherent image for the University.
10. If the Digital Marketing Team determines that a portion of a Digital Channel has been abandoned, is not otherwise being maintained in accordance with this Policy, or competes or threatens the primacy of strategic and targeted search result placement efforts of the University, the Digital Marketing Team shall contact the appropriate Content Manager, or failing that the relevant Functional Unit head. If after such communication the issue is not resolved, the Digital Marketing Team may deactivate, archive, or otherwise remove the non-compliant portion of the Digital Channel.

V. Jurisdiction

This Policy falls under the jurisdiction of the Assistant Vice President, University Relations who is responsible for the interpretation and application of this Policy, and the creation of such procedures and guidelines as necessary or desirable to give effect to this Policy.

VI. Compliance

The University manages compliance and enforcement of this Policy in accordance with existing processes in place. Students are subject to the Code of Non-Academic Conduct; faculty and unionized staff are subject to collective agreements and Human Resources processes; non-unionized staff are subject to Human Resources processes.

VII. Next Review Date

This Policy is subject to review every three (3) years