### MARKETING AND COMMUNICATION
#### WEBSITE POLICY

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<td>Accountable Executive Manager</td>
<td>Executive Director: Marketing and Communication</td>
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<td>Responsible Division</td>
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Website Policy
1. INTRODUCTION

The University of Limpopo's brand can be consistently maintained through interface with those who access its information through the website.

The web pages represent and are fully supported by the University as they provide its clear messages and programmes consistent with the vision, mission, values and its motto.

2. POLICY STATEMENT

2.1 The University is fully committed to reaching out to all its publics and strategic stakeholders by providing informative and useful website.

2.2 The university further intends to inform its users and visitors of the ways whereby information is collected and utilised for the benefit of its publics and how it could be protected.

2.3. The university reserves the right to change, modify or discontinue any part of the website, on a periodical basis, temporarily or permanently without prior notification.

3. PURPOSE

3.1 This policy serves to regulate and co-ordinate the flow of information on the website and to monitor its utilisation by university community and its stakeholders.

3.2. To provide an instant interactive medium for the distribution of information about the University's mission, vision, faculties, services, staff, students, events and its resources.

3.3 To support the teaching and learning, research, community engagements and institutional administrative activities of the University.

4. SCOPE

4.1 The University website is used as communication medium providing information to university community (staff & students), external stakeholders and prospective students.

4.2 The policy applies to the following:

- Students (full-time, part-time, post graduate)
- Parents / guardians / sponsors
- Government and Departments (local, provincial and national, international)
- Business and industry
- Local communities, including churches
- Academic, Schools and scientific communities and associations
- Potential staff (Employees)
- Funding agencies
- Employees of the University
- Media (local, national, Africa and international)
Marketing and Communication Policies

- Social Media Networks and Advertising agencies
- NGOs and CBOs
- Student organisations
- Unions
- Foreign missions

5. ACCOUNTABILITY

Marketing & Communication shall be the only unit to approve any content and or information to the University website including design and development.

6. RELATED POLICIES

This policy shall be read in conjunction with Information & Communication Technology: and Marketing & Communication policies.

7. UNIVERSITY WEBSITE

7.1 DOMAIN

7.1.1 The official domain of the University is www.ul.ac.za.

7.1.2 Any sub-sites developed at or created shall be pre-fixed by the official domain e.g. ulwasa.ul.ac.za or ulds.ul.ac.za.

7.2 LOOK & FEEL

7.2.1 Graphic images published on the University website shall reflect/portray the brand and shall be clear and consistent with the corporate identity.

7.3 INTRANET

7.3.1 Access to the University's intranet shall be restricted to University staff and students.

7.3.2 The intranet shall be the depository for all University policies, procedures, and all other relevant documents that are meant for staff and students.

7.4 WEBSITE USER GROUP

7.4.1 PURPOSE

7.4.1.1 To give Departments/Division/Faculties ownership in terms of updating website information.

7.4.1.2 To provide a communication mechanism between users group members that will assist them to standardise relevant content.
7.4.2 COMPOSITION

Representative(s) listed below will be responsible for updating content on their webpages:

7.4.2.1 Executive Management

7.4.2.2 Faculties (Health Sciences, Management and Law, Humanities, Science and Agriculture)

7.4.2.3 Departments (Students Affairs, HR, Research, Library, ICT, Finance, Student Academic Administrations) etc.

7.4.3 ROLES & RESPONSIBILITIES

7.4.3.1 Representative(s) from Departments/Division/Faculties shall be accountable for information that goes into their web page.

7.4.3.2 Information/updates will be checked and edited by Marketing and Communication before they are published on the website.

7.4.3.3 The group will meet regularly in order to ensure relevance of information on the website or intranet.

7.4.3.4 Provide a uniformed mechanism for needs analysis and requirements.

7.4.3.5 Create an escalation and approval procedure for placement/update of data or content.

7.4.3.6 Manage the timely placement/deletion of information and content.

8. INTERNAL UNIVERSITY COMMUNICATION

8.1 Any university publication and event affecting the university community should be published on the website or communicated to the website Coordinator.

8.2 Any documentation (Poster, booklet, etc.) designed by the Graphics department should be made available to the Website Coordinator prior it being publicized to the university community.

9. TERMS AND CONDITIONS

9.1 CONTENT MANAGEMENT

9.1.1 The material and the content originating from the third party provided for on the website remains the propriety information of the University of Limpopo.

9.1.2 Such content may not be copied, distributed, republished, uploaded, posted, or
transmitted in any way without the prior written consent and approval of the university.

9.1.3 Modification or use of the Content except as expressly provided for in the terms and conditions; violates University of Limpopo's intellectual property rights.

9.2 RESTRICTIONS ON USERS

9.2.1 Any picture(s) displayed on the website taken at any event(s) of the institution, shall remain the property of the university and shall be published without alterations.

9.2.2 In respect of the co-branding in any foreseeable partnership(s), there shall be resolute agreement that respect corporate identity of both and or all parties

9.3 PROPERTY RIGHTS

9.3.1 All knowledgeable property rights existing in and attached to the University website, including the University's brand and logo are the property of the University, and may not be reproduced or otherwise used without the express written consent of the authorised unit.

9.3.2 By using this website the user undertakes to abide by all intellectual property restrictions contained herein, including but not limited to restrictions on intellectual property owned by third parties.

9.4 HYPER-LINKS AND SEARCH RESULTS

9.4.1 The university website may be hyperlinked to other website(s) for suitability and convenience purposes and that shall not be viewed as confirmation of affiliation to those sites.

9.5. ADVERTISING ON THE UNIVERSITY OF LIMPOPO SITE

9.5.1 Interests of advertising on the University of Limpopo site should be made via email to uladvertising@ul.ac.za or uladvertising@keyaka.ul.ac.za.

9.5.2 University of Limpopo reserves the right to amend any advertising listing, or refuse any listing.

10. THIRD PARTIES

10.1 All Sub sites of the University being faculties, student organisations or departments, will not be developed outside by the third parties using the University logo without written consent of Marketing & Communication department.
11. **EFFECT ON NON-COMPLIANCE**

11.1 Disciplinary actions shall be taken on all University community (staff & Students) based on "neglecting of policy" set by the University.

11.2 Legal actions shall be taken on all third party companies based on international standards set for non-compliance of policies in relation to the breach made.