

## Grady College of Journalism and Mass Communication

### ONLINE RESOURCES MANAGEMENT POLICY

Pursuant to the University of Georgia Policy on Ownership, Control, and Use of Institution Online Resources (<https://grady.uga.edu/wp-content/uploads/2022/12/FINALGradyDigitalAssetManagementPolicy.pdf>), Grady College of Journalism and Mass Communication has adopted the following Unit-level policy regarding the creation and management of online resources under its control. This Policy provides for the method of establishing the Unit's Institution Online Resources, the Unit's management of existing Institution Online Resources, and the deletion of Institution Online Resources no longer needed. This Policy also sets for the process for review and approval of content created on or posted to the Unit's Institution Online Resources.

For any type of action requiring approval under this policy, including the posting or removal of content, the approving individual or office may adopt a written set of standards to govern such type of action, and provided that an action complies with the applicable written standards, the action shall be considered approved. Such standards could include, among other things, descriptions of acceptable content and processes for the creation and management of webpages or social media accounts.

The Unit maintains an inventory of its Institution Online Resources and updates the inventory on a regular basis. The Unit's Institution Online Resources are managed according to type, as follows:

- **Internet domains and pages:**
  - **Domain Management.** The purchase, acquisition, or divestiture of Unit web domains must be approved in writing by the IT Manager. All Unit web domains are maintained and managed by IT.
  - **Webpage Management.** The creation, management, and deletion of Unit web pages must be approved by the Director of Communications. Approval authority may also be delegated to another designated employee in the Unit for all web pages or for specific projects. Delegation will be documented in writing, which may be through an email sent to the designee. All Unit webpages are maintained and managed by the Office of Communications, provided that management and maintenance may be delegated to departments or centers within the Unit as appropriate.
  - **Approval of Content.** Content created on or posted to the Unit's internet domains and/or webpages shall be in furtherance of a legitimate institutional purpose and shall comply with all applicable University policies. Responsibility for content approval shall reside with Office of Communications or their designee.
  
- **Web and Mobile applications:**
  - **Application Management.** The creation, management, and deletion of web and mobile applications must be approved in writing by the Director of Communications. Approval

authority may also be delegated to another designated employee in the Unit for all departmental/divisional resources or for specific projects. Delegation will be documented in writing, which may be through an email sent to the designee. All Unit applications are maintained and managed by the Office of Communications, provided that management and maintenance may be delegated to departments or centers within the Unit as appropriate.

- **Approval of Content.** Content created on or posted to the Unit's web and mobile applications shall be in furtherance of a legitimate institutional purpose and shall comply with all applicable University policies. Responsibility for content approval shall reside with Office of Communications or their designee.

- **Official Social Media Accounts:**

- **Account Management.** The creation, management, and deletion of Unit social media accounts must be approved in writing by the Director of Communications. Approval authority may also be delegated to another designated employee in the Unit for all departmental/divisional resources or for specific projects. Delegation will be documented in writing, which may be through an email sent to the designee. All Unit accounts are maintained and managed by the Director of Communications, provided that management and maintenance may be delegated to departments or centers within the Unit as appropriate.
- **Approval of Content.** Content created on or posted to the Unit's social media accounts shall be in furtherance of a legitimate institutional purpose and shall comply with all applicable University policies. Responsibility for content approval shall reside with Office of Communications or their designee.

- **Other online resources**

- **Account Management.** The creation, management, and deletion of additional Unit accounts must be approved in writing by the Director of Communications. These include, but are not limited to:

- ..1. **Photo Archives such as Flickr**
- ..2. **Video Archives such as YouTube**
- ..3. **Faculty administered educational websites**

- **Removal of content/resources:**

- **Obsolete Resources.** The Unit will periodically review its inventory of Institution Online Resources and delete or take offline those that are no longer needed in accordance with any applicable records retention policies and procedures.

- ***Unapproved Resources and Content.*** Unapproved or improperly created or posted resources and/or content shall be removed by the individual and/or office with responsibility for approving such type of category of resource and/or content.

This Policy should be reviewed annually and updated if appropriate.