Decision maker The Vice-Chancellor	Decision date 2018-05-21
Type of document: Guidelines	Valid from: 2018-05-21
Period of validity: Until further notice	To be updated before: 2019-05-21
Cancelled documents: Reg. no. LTU-328-200	

Guidelines for the Web

1   Introduction

A university conducts research and offers education, which primarily are of an intangible character. This means that the Web is one of the most important tools for university communication, both externally and internally. A well-functioning website presenting informative, qualitative, up-to-date and searchable information constitutes a cornerstone for recruiting researchers and students and attracting funding and partnerships. From a internal point-of-view, the Web is a prerequisite for managerial communication in a fragmented environment. It is also a daily work tool for the employees.

Luleå University of Technology's website consists of over 100,000 pages and has around 120,000 individual visitors per month. Visitors include collaborative partners, researchers, existing and new students, employees, and the public in general.

1.1   Purpose

The purpose of these guidelines is to make the University's website uniform and professional. The guidelines also describe rules and procedures regarding content, structure and design to editors and users for our target groups and visitors.

The guidelines are reviewed once a year. Communications Office is responsible for the document.

1.2   The approach to the website

Anyone working at Luleå University of Technology embodies the University trademark. Our website is the primary communication channel towards the surrounding world.

The website visitor may want to apply for a job, course or degree programme, or want to find out more about research within one of the many subject areas. Therefore, it is the University, as a whole, that produces the information that highlights the trademark Luleå University of Technology.

- The website is the University's primary information, communication and marketing channel.
- The website is our own media channel and we ourselves determine the content.

- To manage information, communication and marketing via www.ltu.se is cost-efficient, since Google is indexed and makes everything that we write searchable to the surrounding world.

1.3   The purpose of the website

www.ltu.se/ is to support the University vision and is the foundation for the University's information, communication and marketing.

1.4   The objective of the website

The University should be at the forefront of using new digital/internet-based technology. In this area, we want to be considered among the best in the higher education sector.

Information on the website must be up-to-date, accurate and relevant. The process is to be characterised by the three watchwords simplicity, clarity and uniformity.

The meaning of the watchwords is as follows.
- Simplicity: It is easy to find, produce and publish information.
- Clarity and uniformity: Information is presented in a way that identifies the University as one sender (responsible organisation).

1.5   Delimitations

These guidelines are a supplement to the University's trademark platform and do not contain general guidelines regarding information, communication and marketing. They mainly describe procedures related to the website.

1.6   Exceptions

If an exception from these guidelines is required, a formal request should be submitted to Communications Office. To be valid, a decision on deviation taken by the Head of Communications Office or the person authorised by the Head of Communication must be in writing.

2   Guidelines
2.1   The website design

Everything produced for and published on the University website must emanate from the University's trademark platform as regards design and content.

The content design that you in your role as writer or copywriter produce in the content management system (CMS) is determined by the cascading style sheets (CSS) of the website.

The design language of the website is based on the Google design manual for material design. design.google

On rare occasions, you may need to publish information that for one reason or another cannot be made in our content management system. Even so, you must always comply with the University's trademark platform unless you have been granted an exception in writing.

Since the website is a recipient object presenting content from other information sources, the design of the presentation is determined by the style sheet and design of the website.

In your role as system developer (new applications or interface), you must learn about the University trademark, graphic profile and design.

The trademark platform: www.ltu.se/profil
Googles material design: design.google

2.2   Logotypes

No other logotypes than the University logotype are allowed on the website, except for EU-funded projects for which the funding body requires an EU logotype. The presence of logotypes in photos that are taken at, for example, fairs, conferences and visits, and published on www.ltu.se are not considered published logotypes.

2.3   The content structure and fields of responsibility of the website

Communications Office has the overall responsibility for the structure, design and development of the website.

The webmaster at Luleå University of Technology is responsible for the operational governance and coordination.

2.3.1   Resources at the departments

From an organisational point of view, the principal editor is a resource financed by the relevant department while being a member of Communications Office. The principal editor gives advice to the department regarding communication and trademark matters and reports to the principal editor's superiors. In this context, the superiors are the Head of Communications Office and the Head of Department, having the same standing.

The role includes, but is not limited to, the following:
- To have dialogues with the senior information officer and to actively lead and advise the department editors.
- To be responsible for the department's web information regarding content, quality and topicality.
- To actively ensure that new writers and copywriters are trained in parallel with performing daily support.
- To participate in university-wide projects.

2.3.2   Responsibility structure

The website has an underlying responsibility structure – the physical structure – within which all our information is connected to a position or function responsibility. The information is made publicly available in a graphic user interface that sometimes, but not always, coincides with the responsibility structure.

For example, the head of Premises is responsible for parking information. This piece of

information may be presented on various relevant pages to the target groups: students, employees and visitors.

2.3.3 Senior information officer

The role as senior information officer includes performing the following tasks, with the support of the editor group:
- To be responsible for the web information related to the officer's own domain.
- To appoint and fill editor positions within the domain, in consultation with the principal editor.
- To ensure quality and to improve communication skills.

The responsibility for a person's individual communication skills is a natural part of our leadership and should not be regarded as an additional work task.

2.3.4 Editor

For appointed domains, the role as editor includes the following:
- To have dialogues with the senior information officer and the principal editor, and to support their respective writers and copywriters.
- To be responsible for communicating the domain in accordance with the University policies and guidelines.
- To participate in meetings, training sessions and fora specified by the principal editor.

The editor role and tasks are a natural part of the University activities and should not be regarded as an additional work task. Exceptions may occur and are decided by their superior.

2.3.5 Writer

Anyone employed by Luleå University of Technology is considered a writer and should have completed basic internal CMS training before they publish material. The employees obtain access rights via their user account (IT division) upon acceptance to comply with current guidelines and rules.

2.4 Production and presentation

Information to be presented on the University website should primarily be produced and published directly in the content management system CMS. The information is to be presented in a context that the recipient understands. Recipients should not need to have knowledge of the University organisation to be able to find the information they are looking for.

The Web operates as a graphic user interface for other objects in relation to, for example, the following:
- Education information, degree programmes, courses and exams that are retrieved from the database for education planning, Epok.

- Publications that are retrieved from the publication database, Diva.
- Information that requires user verification or identification, for example exam results, e-mail and similar published on the student portal.
- Personal information from personnel administration systems.

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- Booking and scheduling information from the resource system.
- Available jobs from the job searching system.

2.5   Project sites and blogs

Occasionally, a project site or blog may, upon approval, be created in Wordpress if the current CMS cannot supply necessary functions.

Administration and creation must comply with the regulatory requirements and the graphic profile. The roles of responsibility must be clearly defined, and the University must be notified about domain agreements and other suppliers.

It is Communications Office that places orders and carries out needs assessments.

2.6   Publication of information from a sender other than Luleå University of Technology

Only occasionally, the University publishes information where the sender is another organisation. One example is emergency situations, where information must quickly be made available in as many channels as possible. Publication decisions are taken on a case-by-case basis. Companies, associations, political organisations, etc., are advised to primarily find solutions together with the student organisations regarding matters where students at the University are the target group.

2.7   Links to other websites

We primarily link to collaborative partners or websites beneficial to our target groups. We never create links through publishing and making a logotype clickable. We only link in the form of text. Exceptions are EU projects where the University is required to use the EU logotype in its communication.

The University is not responsible for the content on the websites to which we link. Nor are we responsible for or controlling which websites that link to us. We do not regularly check our links.

Communications Office reserves the right to decide which links will be available on the www.ltu.se.

Comments on links to websites whose content is questionable should be submitted to your principal editor or to Communications Office.

2.8   The personal article

Each user at Luleå University of Technology has a personal article where information from our personnel administration systems is presented, for example, name, title, organisation, phone number, e-mail address and office. A list of the researcher's publications is retrieved from the publication database.

Users with a protected identity may, upon request, choose not to display information.

Users may themselves add information relevant for their position at the University. Remember that it is the University that is the sender of all information available on www.ltu.se.

2.9 Cookies

A cookie a small text file stored in the visitor's computer. Cookies are created by the websites that you visit, with the purpose of giving you access to various functions. There are two types of cookies: persistent and session cookies. Persistent cookies store a file for a fixed period of time while session cookies are temporarily stored in the computer memory and disappear when the web browser is closed.

Anyone visiting a website that uses cookies must be notified about the fact that the website contains cookies, what these cookies are used for and how they can be avoided.

The privacy and security settings in the web browser allows the visitor to refuse the web browser to store cookies. The visitor may also request that a warning be presented each time a website tries to set a cookie.

When the visitor blocks cookies, certain elements on the website or certain functions may not work properly.

On www.ltu.se, cookies are used for generating web statistics, identifying user behaviour and managing log-ins.

The Swedish Post and Telecom Authority, which is the supervisory authority in this area, has more information on cookies on its website, www.pts.se.

2.10 Sender

Material to be published on www.ltu.se is to be designed in such a way that the University as a whole, and not an individual organisational unit within the University, is the sender. It should not be necessary for the visitor to have knowledge of the University organisation to be able to find and read our information.

2.11 Domain name and web addresses

The University owns and markets a domain name, www.ltu.se. The departments and Professional Services are not allowed to register individual domain names without an separate assessment, as indicated below. Furthermore, creation of what is called sub-domains, for example, www.abc.ltu.se, is not allowed.

Produced content must be published on a subpage to www.ltu.se, for example, www.ltu.se/edu. Decisions on domain names are taken by Communications Office.

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Content that is placed deeply into the web structure and thus has a long URL may require a short link to make communication easier. Employees are to request the short link from Communications Office.

Sub-domains related to other applications are allowed, for example, ekonomi.ltu.se.

The function of the system will, in these cases, be part of the name rather than the trademark/name of the system. The name of the sub-domain is to be self-explanatory and searchable for new and temporary visitors.

External domain names must be requested in Servicedesk, so as to ensure that agreements, associations and invoices are handled correctly.

2.12 Forms and collection of personal data

Editors who have completed training for forms and who process personal data may be authorised to create forms and process the data that the forms produce. Besides the editor creating the form, the authorisation levels 'principal editor' and 'webmaster' include the right to handle the forms and processing the form data.

For each form, an information text is to be created to inform the user about how the personal data is processed. The text is edited in the form tool and provides information about the following:

- What personal data we process.
- The purpose of the process.
- That we at all times apply the privacy legislation in force to all cases of processing of personal data.
- That the legal basis for processing your personal data is your consent.
- The period of time during which the data is stored.
- With whom we share data.
- That we may also share personal data with a third party.
- Who the data controller is.
- Our contact details for requesting retrieval, rectification, transfers and erasure.
- How to contact our data protection officer.
- How to lodge complaints regarding our processing.

Form data is to be erased by the person responsible for that data when the storage period has expired.

2.13 Publishing personal data

Besides offering education and conducting research, the University also has the obligation to collaborate with the surrounding world and communicate its activities via its website, blogs and presence in social media. It is recommended to avoid publishing personal data whenever possible.

Published personal data should include as few necessary details as possible to fulfil the purpose

of the article or post. Any other personal data not strictly necessary must be avoided.

Example:

If a photo from a meeting is to be published, and the article/post does not require the names of the people in the photo, the user should not name them. In this way, the minimum amount of personal data is processed and stored. However, note that the people in the photo still must consent to the publishing.

The publishing of personal data requires a legal basis. The most common legal basis is public interest, that is, to communicate what the University does, to present current research and to present in general the University activities. The personal data is limited to what is necessary, for example, names and photos, if any, and contact details.

If there is no public interest or if additional personal data is published, the person whose personal data will be processed must consent in writing (for example, via e-mail) to the processing. It must be clearly stated which data is published in the post and that the person has the right to have their consent revoked and their data erased.

Remember that publishing of personal data must comply with the fundamental principles in the data protection legislation. An assessment must be made for each individual case and all circumstances must be considered.

The assessment must be based on the following:
- A clear purpose and aim of the publishing.
- Which data is published.
- Where the data is published.
- The length of time that the data is published.
- The context in which the data exists.
- The dissemination that it has had or risks having.
- What the processing may result in.

The user can never publish sensitive data, as the level of protection of such personal data is considered to be higher. Pursuant to legal rules, such data may only be processed in exceptional cases.

Under no circumstances may the following data be published on the Web or in social media:

- National identification number or employment number.
- Sensitive personal data (racial or ethnic origin, political opinion, religion or philosophical beliefs, union membership, and details on health status or sexual orientation).
- Information covered by confidentiality or obligation to observe secrecy.
- Integrity-sensitive information, for example, details about personal conditions of an individual or details that have a close connection with the private life of the individual.
- Details on infringements of law.

Persons having discovered that personal data has been published incorrectly on the Web, must without delay notify the data protection officer. Information that incorrectly has been published on the Web must be rectified or removed immediately.

2.14 Copyright

Information published on www.ltu.se is protected by copyright law. This also applies to the design of the website, which must not be copied or used for other purposes.

You may cite or forward texts if you refer to the source. (Luleå University of Technology, www.ltu.se). Without permission, you cannot use the content for commercial purposes or use it in other ways that may harm the University.

The same rules apply to videos, photos, pictures and illustrations, and you personally must ensure that you have the right, by the photographer or creator, and the artist, if any, to use them. A permission by the photographer is not enough if, for example, a piece of art is the focus of the photo.

You should contact Communications Office if you are unsure about copyrights.

The University logotype or other symbols can only be used in material where the University is the sole sender. They must not be distorted. If you want to use them in other ways, a permission in writing by the University is required. A request for permission is to be submitted to Communications Office.

2.15 Accessibility

As an authority, we have the obligation to ensure that technology, design and information on our website are available to all visitors regardless of skills and functional disabilities.

We continuously work on identifying, rectifying and improving our website and its content in accordance with existing requirements. Find out more on www.webbriktlinjer.se.