	CAPILANO UNIVERSITY	POLICY		
Policy No.	Officer Responsible			
OP.609	**Vice President, University Relations**			
Policy Name				
Website and Digital Channels Policy				
Approved by	Replaces	Category		Next Review
	E.601 Website Policy	**IM&DT**		**September 2026**
Date Issued	Date Revised	Related Policies		
September 20, 2023	NEW	**B.506 Standard of Conduct Policy** **B.701 Student Code of Conduct Policy.** **B.601 Copyright Policy** **OP.417 Brand Promotions and Publicity Policy** **OP.604 Acceptable Use and Security of Electronic Information and Technology**		

1 PURPOSE

1.1 The purpose of this policy is to ensure Capilano University's websites and digital channels convey an appropriate image and reputation of the University. The policy also ensures the websites and digital channels contain accurate, relevant and current information and content to serve the needs of the University's audiences and support the University's brand, goals and values.

1.2 Capilano University's primary websites and digital channels are the virtual public face of the University. For many, they are the first time people encounter the University. Therefore, it is important that the University's digital presence engages the audiences we serve and reflect their needs.

1.3 A unified website with consistent, on-brand messaging and a seamless user experience strengthens the University's reputation and supports its community. The University's digital channels can create lasting impressions about the University and influence perceptions that current and prospective students, alumni, employees, donors, community members and media have of the University. Capilano University's digital presence needs to be visually appealing, consistent, relevant, clear, simple, easy to navigate and accessible and provide each visitor with a positive experience.

1.4 Above all, websites and digital channels should reflect and advance Capilano University's *Envisioning 2030* and *Illuminating 2030* goals and values.

2   DEFINITIONS

"**Brand identity**" means the combination of the University's service promise, campus experience and audience expectations with tangible, stylistic elements that include the University's name, logo, messaging and visual design.

"**Content management system**" refers to the University's computer software used to manage the creation and modification of digital content.

"**Domain name**" refers to an organization's unique internet identity. Capilano University's domain name is: www.capilanou.ca.

"**Employees**" means any person employed by the University..

"**Social media**" means Internet-based, electronic communications channels through which users create online communities to share and consume information, ideas, images and other content.

"**Subdomain**" refers to a domain that is part of a larger domain. Using subdomains provides for the creation of discrete website addresses for unique site content across a larger organization. Subdomains, such as [xxxxx].capilanou.ca can be used to represent smaller sections of the larger Capilano University organization.

"**University business**" is the work performed as part of an employee's job responsibilities, daily work, and duties performed on behalf of the University by people whose conduct, in the performance of work for the University, is under the direct control of the University. Such people could include faculty, staff, student workers, guests and others, whether or not they are paid by the University. This work includes any email, calendar events, files, or other electronic business data created, stored, processed, and/or transmitted that is related to work performed for Capilano University.

"**Web page**" is a hypertext document on the internet. It can include text, links, images, audio, video, and other interactive elements.

"**Website**" refers to a compilation of a set of web pages viewed with a browser.

3   SCOPE

3.1   This policy applies equally to all employees of Capilano University as well as volunteers, contractors and guests working on the University's websites and digital channels.

3.2   This policy is not intended to affect the activities of employees and their freedom to conduct and share research and other professional, academic and scholarly work. This policy is not intended to affect student organization websites and social media.

3.3 The University's domain is a valuable asset of the institution. This policy governs Capilano University websites, and all digital entities used to conduct official University business or provide official University information. These include, but are not limited to, websites/subdomains under the domain umbrella capilanou.ca.

3.4 This policy also governs all social media channels representing the University. Social media plays an integral role in helping the University engage with new audiences, fostering brand awareness, handling inquiries and increasing support.

3.5 Third-party web-based applications, services and databases used to conduct University business shall not be included within the scope of this Policy. Marketing & digital experience may be consulted for decision-making with respect to adherence with Capilano University brand guidelines.

4   GOVERNANCE

4.1 To maintain a cohesive user-centred focus and consistent visual expression, marketing & digital experience may have final decision-making authority over the content, function, presentation and accessibility for all branded websites and as well as integrated web features.

4.3 While other areas of the University may manage and maintain their own social media channels, in order to protect the brand and reputation of the University, marketing & digital experience share decision-making authority with communications over the content, function, presentation and accessibility for CapU-branded social media channels.

4.4 External links may be removed by marketing & digital experience as needed to ensure site security, accessibility, and a positive brand experience.

4.5 Where necessary, to ensure content is aligned with the University standards, policies, guidelines, goals and values, communications will provide relevant direction and oversight of the voice of the University.

4.6 Communications will be consulted on content as needed and the director, communications has decision-making authority over content when necessary to protect the University's reputation and mitigate risks.

4.7 Communications and marketing & digital experience maintain several resources related to this policy on the University's intranet, including relevant writing guides, guidelines and practices.

4.8   The IT services team oversees the technical implementation, site security as well as maintenance of all University websites, domains and subdomains. They also arrange access to and organize training on the University's approved content management system.

4.9   Domains such as capilanou.ca are owned by Capilano University and managed by IT services. No software products, plug-ins, services or embedded scripts will be deployed on the website without the consultation, approval and oversight of IT services in consultation with marketing & digital experience.

5   WEBSITES

5.1   Official Capilano University resources, programs and services must be hosted in the capilanou.ca framework or through approved, linked vendors.

5.2   Individuals or groups looking to establish a third-party site must obtain written approval in accordance with the procedures associated with this policy.

5.3   The marketing & digital experience team is only able to maintain pages within the capilanou.ca framework.

5.4   The departments, areas or individuals who maintain approved capilanou.ca websites, subdomains or third-party sites are responsible for adhering to the Website and Digital Channels Policy and Procedures and for keeping the content relevant and current.

5.5   Organizations with no affiliation to Capilano University may not have websites hosted on university servers.

5.6   Capilano University websites may not be used for personal purposes.

6   SOCIAL MEDIA CHANNELS

6.1   University channels:

a)   All social media accounts created by Capilano University employees or representatives that leverage the University's brands or trademarks or that are created using a Capilano University email address are considered the property of the University and must follow the University's brand guidelines.

b)   Where possible, efforts should be made to use a Capilano University email account for administering social media accounts representing the University.

6.2   Personal accounts:

    a)   The University acknowledges that its staff and students may use social media in their private lives and for personal communications. Personal communications include those made on, or from, a private social media account. It may be possible from those accounts to identify you as associated with the University, so that in some cases your activity may fall under the scope of this policy or others such as B.506 Standard of Conduct Policy or B.701 Student Code of Conduct Policy.

    b)   In all cases where a private social media account is used that identifies the University, it must be made clear that the views expressed on or through that social media account do not represent the views of the University. Your accounts should include an appropriate disclaimer such as: "The views expressed here are my own and in no way reflect the views of Capilano University."

7   CONTENT

All content on Capilano University digital channels must adhere to the policies and guidelines listed within this policy under "Associated Guidance," including the style guides on the University's intranet.

8   COPYRIGHT AND PRIVACY

8.1   The University has the full legal right and obligation to protect its copyrighted materials.

8.2   Copyright violation is a serious offense that comes with strict penalties for which the University itself could be held liable. It is the responsibility of editors to ensure that content, including text, images, video and music, complies with B.601 Copyright Policy, the *Copyright Act* and any contractual commitments. The University encourages users to exercise the rights outlined in the *Copyright Act* such as fair dealing and educational exceptions.

8.3   Personal information, excepting business contact information, about any identifiable individual must not be published without written consent in line with B.700 Privacy and Access to Information Policy

9   COMPLIANCE

9.1   Websites and digital channels representing the University must:

    a)   adhere to this policy;

    b)   adhere to OP.609.1 Website and Digital Channels Procedures;

    c)   adhere to the "Associated Policies and Guidelines" listed in this policy: and/or

    d)   support the University's *Envisioning 2030* and *Illuminating 2030* goals and values.

9.2 Understanding the nuances in departmental needs, the Director, Marketing & Digital Experience or the Director, Communications will work with impacted departments to resolve issues related to this policy. The Director, Communications in consultation with the Director, Marketing & Digital Experience may request one of the following:

a) Ask the editor to bring the content into compliance.

b) Rescind access to the website(s) or digital channel(s).

c) Remove any website(s) or social media account(s) representing the University.

9.3 In the event of disagreement, the Vice President, University Relations has final decision-making authority.

10 DESIGNATED OFFICER

The Vice President, University Relations is the Policy Owner responsible for the oversight of this policy. The administration of this Policy and the development, subsequent revision to and operationalization of any associated procedures is the responsibility of the Director, Marketing & Digital Experience.

11 ASSOCIATED GUIDANCE

Capilano University Brand Guidelines

Capilano University Communication Resources

Capilano University Editorial Style Guide

Capilano University Library Copyright Guide

Capilano University Social Media Guidelines