

 CAPILANO UNIVERSITY		PROCEDURE	
Procedure No.		Officer Responsible	
OP.609.1		Vice President, University Relations	
Procedure Name			
Website and Digital Channels			
Policy This Procedure is Under			Date of Next Policy Review
OP.609 Website and Digital Channels			September 2026
Date Issued	Date Revised	Related Policies	
December 13, 2023	NEW	OP.417 Brand Promotions and Publicity Policy OP.604 Acceptable Use and Security of Electronic Information and Technology B.601 Copyright Policy	

1 PURPOSE

This procedure is intended to provide guidance to users of OP.609 Website and Digital Channels Policy (the Policy). Specifically, the procedures are intended to operationalize the following objectives of the Policy:

- a) To leverage the University’s websites and digital channels as effective platforms that reflect the Capilano University (the University) brand and foster the user journey.
- b) To establish ownership, workflows and resources that facilitate a compelling, user-focused and goal-driven digital presence.
- c) To provide centralized governance for the online development, deployment, delivery and maintenance of Capilano University’s digital channels, ensuring proper training and an appropriate focus on quality, accessibility and other core requirements.

2 DEFINITIONS

The definitions contained in OP.609 Website and Digital Channels Policy are applied to these procedures.

3 GUIDING PRINCIPLES

3.1 All University websites and digital channels are guided by these principles:

- a) They preserve the image and reputation of the University
- b) They serve the needs of our audiences as informed by data-driven decisions.
- c) They support the University’s vision, goals and values.

4 WEBSITE AUDIENCES

- 4.1 The primary target audience for capilanou.ca is students. The homepage and most visible navigation are intended to share with potential students what makes the University unique and encourage them to apply.
- 4.2 Other pages within the capilanou.ca site serve additional audiences including prospective employees, alumni, donors, community members and media. For every page, it is essential to consider the primary audience and desired action for the page.
- 4.3 Internal-focused content for current employees should reside on the University's intranet.

5 SOCIAL MEDIA AUDIENCES

- 5.1 The audience for social media channels may vary according to the account and its purpose.
- 5.2 Any accounts created on behalf of the University should have a clear intended audience and the content should be developed with the audience in mind. Targeted audiences could include current or prospective students, alumni, employees, donors and community members, as examples, and social media channels should be chosen and used with the intended audience in mind in order to be effective.
- 5.3 Social media accounts are to be deactivated by the account administrator if they are not updated and maintained regularly. The Director, Communications may direct accounts to be deactivated for this reason at their discretion.

6 WORKFLOW

- 6.1 Requests for new capilanou.ca websites or subdomains must be submitted to marketing & digital experience and approved by the Director, Marketing & Digital Experience in consultation with the Director, Communications and any others as appropriate. IT services will be consulted on site security as part of the approval process.
- 6.2 When considering a request, the Director, Marketing & Digital Experience in consultation with the Director, Communications, IT services and others in accordance with the Website and Digital Channels Policy will look for alignment with the conditions in the table overleaf to make a decision.

Audience	<ul style="list-style-type: none"> • Broad external/pan-university, including current and prospective students, alumni, employees, donors, community members and media
Standards	<ul style="list-style-type: none"> • Align with <i>Envisioning 2030</i> and <i>Illuminating 2030</i> • Align with Website and Digital Channels policy and associated policies, procedures and guidelines. • Adhere to Capilano University Brand Guidelines • Adhere to Capilano University Editorial Style Guide • Adhere to accessibility-related standards identified by marketing & digital experience and IT services.
Requirements	<ul style="list-style-type: none"> • Information is essential, meets the broader needs of the University • Audience is clearly identified • There are measurable goals for the site to achieve • Not already a relevant and appropriate section on capilanou.ca domain for content • Appropriate budget for design, development and maintenance exists, if necessary • A person or team is designated and trained to maintain the website • There is a need for information to be accessible for an extended period of time
Additional considerations that might warrant a microsite	<ul style="list-style-type: none"> • Specific technology or features required that are not available within the University's content management system

6.3 All efforts will be made to review requests in a timely a manner, recognizing that some requests may require additional consultation or discussion. Requestors will be updated with anticipated timelines to enable planning.

6.4 Other criteria may be taken into consideration at the discretion of the Director, Marketing & Digital Experience and the Director, Communications.

6.5 Where possible, when a request is denied, the Director, Marketing & Digital Experience and the Director, Communications may suggest other options that better meet the needs of the requestor. These options include:

- a) new web section on capilanou.ca
- b) social media promotion
- c) capsule stories
- d) media or news release
- e) webinar
- f) email

- g) panel discussion
- h) speaker event
- i) on-campus display
- j) other materials
- k) FrontLines (for employees)
- l) Teams or SharePoint
- m) ePortfolio

- 6.6 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.
- 6.7 All information on academic programs, including admissions requirements, program requirements, graduation requirements and similar information must be represented within the University's websites and conform to set website standards.
- 6.8 Advertising on University websites must be approved by the Director, Marketing & Digital Experience. Only in exceptional circumstances would such approval be granted.
- 6.9 Student organizations require permission from the Director, Marketing & Digital Experience in order to have websites hosted on University servers.
- 6.10 The University values the contributions of employees, including research, academic and scholarly work. Employees are encouraged to contact the communications team so that their work can be celebrated and shared through channels such as social media, media and Frontlines. Links to employee research and other professional, academic or scholarly work may be included on the capilanou.ca website, including on faculty bio pages, but original work should reside outside of the capilanou.ca framework. This recognizes that the employee's body of work may have a broader scope beyond the University.

7 UNIVERSITY SOCIAL MEDIA CHANNELS

- 7.1 Employees managing University social media accounts play a valuable role as representatives of the University and their online activity on these channels must reflect the University's values and follow professional conduct standards.
- 7.2 If a social media user is posting or promoting content to a University channel that could be considered to violate University policy or policies, social media leads must take action to report the post(s) and consider the most appropriate response in accordance with the applicable policy or policies.

8 EMPLOYEE SOCIAL MEDIA CHANNELS

- 8.1 The University respects the rights of employees to use social media accounts. Employees use of social media, where there is a connection that can be made between the social media activity and the workplace, may be considered to be an extension of the workplace and subject to all relevant University policies.
- 8.2 If employees post about work-related matters, they must disclose their affiliation with the University and make it clear the views expressed are theirs and not the University's.

9 EMPLOYEE RESPONSIBILITIES

- 9.1 Public posts directing comments at or about the University, or asking questions of the University, are to be responded to only by a representative approved by the communications team.
- 9.2 Employees are encouraged to bring negative posts or questions directed at the University to the attention of the Director, Communications.

10 ACCESS

- 10.1 User Access requests for the University's Content Management System (CMS) must be approved by the Director, Marketing & Digital Experience in consultation with IT Services. All efforts will be made to review requests in a timely a manner, recognizing that some requests may require additional consultation or discussion. Requestors will be updated with anticipated timelines to enable planning.
- 10.2 Marketing & digital experience will put into place preapproval mechanisms to allow individuals in designated roles to make limited changes to content, for example uploading specified categories of content including but not limited to approved policies, ministry mandated reports, updated course curricula and other similar documents. Appropriate user access will be granted in order to ensure content can be published in alignment with critical time constraints or legal, regulatory or governmental posting requirements.
- 10.3 As part of emergency communications preparedness, members of the communications team as identified by the Director, Communications, will be granted access to update relevant content, such as the alert banner as well as news/media content.

11 TRAINING

- 11.1 Approved training on the University's Content Management System (CMS) must be completed before anyone is granted access to a Capilano University website. It is the responsibility of each website editor to remain up to date on changes to the CMS workflow process and to complete additional training as needed.
- 11.2 IT services is responsible for organizing the initial training along with providing various support documents and training resources. It is the trainee's responsibility to absorb the material, practice

learnings and use the training and style documents provided, as well as other resources.

11.3 Additional training may be required, depending on site/CMS/institutional developments, changes or needs.

11.4 Employees posting to University social media channels are encouraged to contact the communications team for assistance, guidance and advice as needed.

12 ACCESSIBILITY

Content editors updating or creating content on the capilano.ca domain or websites/subdomains under the domain umbrella capilano.ca must be familiar with and follow accessibility-related standards in alignment with *The Web Content Accessibility Guidelines*. Additional guidelines may be stipulated by marketing & digital experience or IT services.

13 MESSAGING AND BRANDING

13.1 The Capilano University website, in keeping with web content best practices, embraces a clear and conversational writing style.

13.2 To convey a clear and consistent message, websites must adhere to the University's official visual identifiers outlined in the *Capilano University Brand Guidelines*, and University naming conventions and style outlined in the *Capilano University Editorial Style Guide*.

13.3 Content must be consistent with the values, goals, priorities and vision outlined in *Envisioning 2030* and *Illuminating 2030*.

14 METRICS

14.1 Capilano University has a centralized analytics framework. Units adding their own Google Analytics code may result in inaccurate data collection, processing or reporting.

14.2 Marketing & digital experience reserves the right to review, edit and approve any analytics requests, integrations and frameworks.

15 CONTENT

15.1 Visual and multimedia content resources and guidelines are provided by marketing & digital experience and are available to content editors through the University's intranet, Frontlines.

15.2 The University recognizes the expertise of employees from areas across the University. To draw on that expertise, ensuring content is current, accurate and aligned with relevant protocols, including Indigenous protocols, is a shared responsibility. Employees are asked to contact MDX if content requires updating by using the digital request form and process available on Frontlines.

16 DESIGNATED OFFICER

The Director, Marketing & Digital Experience is responsible for the development, subsequent revisions to and operationalization of this procedure under the oversight of the Vice President, University Relations.

17 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