



UNIVERSITY OF SOUTH CAROLINA

SCHOOL OF MEDICINE

POLICIES AND GUIDELINES

WEB SITE AND WEB SERVER

Effective August 31, 2009

WEB SITE CONTACTS

Charise Bell
Director of Marketing & Communications
803-253-5898
charise.bell@uscmed.sc.edu

- Web site Content (updating main content, editing, proofreading, new faculty, new research, etc.)
- Photo Selection
- News and Events
- Web Site/Page Design

Charlie Paschal
Director of Web Services
803-545-5100
charlie.paschal@uscmed.sc.edu

- Security Issues
- Web Server
- New Passwords
- General Maintenance (web page down, broken links, etc.)
- General information errors (names, telephone numbers, email addresses)

Richard A. Hoppman, MD
Dean
University of South Carolina School of Medicine

GENERAL GUIDELINES

The University of South Carolina School of Medicine Web site is designed to provide information and guidance to our students, patients, staff, visitors and faculty with easy-to-navigate pages. The following general guidelines apply:

- Pages should be professional and contain no moving elements, such as flashing, scrolling or bouncing elements. Usability studies have shown that such elements serve as a distraction for the user searching for content or information.
- Paid or unpaid advertisements, for any reason, are not permitted on the School of Medicine's Web site. Business Web sites are only allowed if they are University-sponsored sites.
- Any trademark material must be correctly sourced or presented behind a username and password to conform to copyright rules. References and links to external sites that market commercial and non-for-profit products and services should be utilized in the context of an instructional-related example or resource.
- Navigation should be clear and official Web pages that represent the school are expected to follow the same professional and graphic standards that apply to other official School of Medicine publications in any other medium.
- Web pages should reflect consistency and a unified identity while allowing for some flexibility and individual department functionality. If pages are misrepresentative, outdated, contain broken links, or do not conform to our Web page requirements, the Director of Web Services will notify the Department head. In some cases, the pages will be removed.
- The School of Medicine's Office of Technology and Office of Marketing Communications maintain the right to remove any inappropriate, non-functional or poorly designed pages that do not conform to the guidelines. Pages will be reactivated once the content, design and other components meet the required guidelines.

- There is one official home page for the medical school that is maintained by the Director of Web Services, with content provided by the Director of Marketing and Communications. Links on the home page are not automatic and must go through a process of approval by the Director of Web Services and/or the Director of Marketing and Communications, prior to being posted (*see pages 4 and 5*).

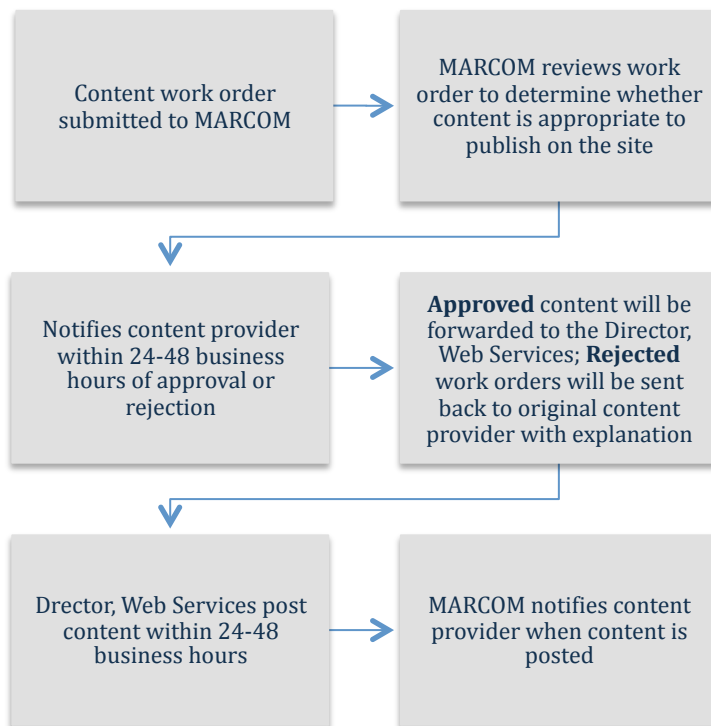
WEB SITE CONTENT

- Photos and articles on the main Web site must be approved by Director of Marketing and Communications.
- All articles/stories or pictures for the main Web site must be approved the Director of Marketing and Communications.
- Corrections in error, such as telephone numbers, names and/or e-mail addresses can be changed immediately without going through an approval process. Changes should be emailed directly to the Director of Web Services. Please allow 2-3 hours for the correction to be made. The Director of Web Services will notify the person requesting the change when the error is corrected.
- News will remain active on the home page for 30-45 days before they are moved to a page of links for recent news.
- Profiles of students and faculty will remain active 30-60 days before they are taken out of the rotation. In certain cases, some of these items can be put back into the rotation at the discretion of the Director of Marketing and Communications.

- Rotating pictures without links will remain active for 90-180 days; pictures with a news story attached will remain in the rotation for 30-60 days.
- All news items or ideas are welcome and should be given to the Director of Marketing and Communications for possible use on the Web site. Many ideas that seem minor often blossom into a full-out story. Constant input from all departments help keep the content fresh and relevant.
- Unofficial or unapproved Web site material should be reported to the Director of Web Services for clarification or removal.

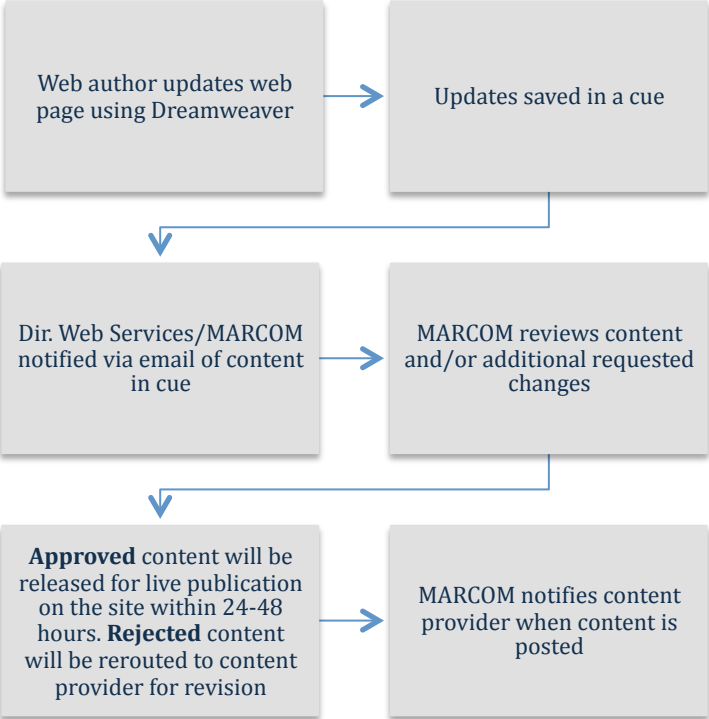
CONTENT APPROVAL PROCESS

Content Submitted by Work Order



(MARCOM = Marketing Communications Office)

Content Submitted by Authorized Web Author



OUTSIDE/EXTERNAL LINKS

The School of Medicine's Web site contains links that allow visitors to access other Web sites that are not subject to the School's policies and guidelines. Such links are provided as a convenience, and do not imply endorsement. We assume no responsibility or liability for any material on these links, and expressly disclaim any responsibility for the contents of any linked site.

General information links to commercial sites that may be of interest to the School and may be accessed without charges. Links that support teaching, research or students are allowed, along with links to sites that support school functions. Advertising, such as banner ads, are not permitted on the School of Medicine's Web site for any reason.

- We do not permit posting of content that is illegal, that violates license rights or other contractual agreements, or that violates the privacy rights of any individual. If you see any such content on a school Web site, please notify the Director of Web Services.
- The School of Medicine reserves the right to change the Web policy at any time without notice.
- No outside domains will be allowed to point (redirected) to School of Medicine Web pages without prior approval from the Director of Marketing and Communications. Meaning, a department seeks to use another domain name, cardiologysc.com, rather than med.sc.edu/cardiology...this must be approved before registering the domain.
- Questions or concerns about these policies should be directed to the Director of Marketing and Communications or the Director of Web Services.

SETTING UP A WEB SITE

Restricted to personnel approved and authorized to develop a departmental web page. Only the Director of Marketing and Communications or the Director of Web Services can approve a new Web site.

Initial Set-Up

- The name should be concise for users to type, such as <http://ppn.med.sc.edu>.
- Obtaining a DNS entry change is required for including a live Web site on our server. The time required for making a DNS change on main campus varies. However, the site can be built prior to it going live.
- Requests for Web sites should be made to Director of Web Services.
- There should be no advertisements on any SOM Web pages.
- There should be someone designated as the author of the Web site. If one is not immediately available, Web Services will spearhead getting a site up and will manage the ongoing maintenance. Content must be approved by the Director of Marketing and Communications.
- Templates, Web design resources and guidelines will be made available on our Web site to assist users in implementing pages and sites that meet our standards.

Required Software

- Dreamweaver (an Adobe product) is the preferred editor. Call the Director of Web Services for vendors to purchase the software.
- FrontPage is no longer supported by Microsoft or the School of Medicine. The University of South Carolina's site license no longer includes the application and it should be removed from all computers. FrontPage sites will be removed from the School of Medicine's Web server, unless users can prove they have purchased a valid license.
- All requests to host a School of Medicine-connected site on a non-school Web server are subject to review. No such sites will be allowed without prior approval by the Director of Marketing and Communications or the Director of Web Services.
- The University of South Carolina owns many federally registered trademarks. Among them are the University's logo and logotype, the Gamecock logo, the Block C with Gamecock logo, and the Cocky logo. Use of registered trademarks without the express permission of the University of South Carolina is a violation of federal and state law. Modifying the official logo and/or the School of Medicine logo is prohibited.

For guidelines not spelled out in this document, users should go to this link:

<http://www.sc.edu/siteinfo> for other information. Classes in designing and posting Web pages on our site will be held periodically. Also, help with Web pages is available from the Director of Web Services.

DESIGN GUIDELINES

The general appearance of pages on the Web site is controlled by Cascading Style Sheets (CSS). Any new pages on the site must be duplicated from existing pages to ensure that the navigation, header, and style elements are consistent.

All pages on the Web site must comply with the following requirements:

- To enable a faster downloading time, scanned photographs should be limited to 96 dots per inch (dpi).
- Links to pages that are defunct or “under construction” should not be posted on a live site.
- Pages will not contain any moving content, such as blinking, scrolling or bouncing elements.
- The header and links at the top of each page shall not be changed or altered in any way.
- Additional links can be used on the right side or below any graphics on the left side.

Other pages on the School of Medicine’s Web server will use the standard templates in order to maintain consistency in design and navigation. Each should include a minimum of the following information on their home page:

- Title of the department (On a department home page, the title of the parent division must be included under the department title)
- Descriptive information about the department. (Purpose, mission, goals, services, certificates offered, etc.)
- Contact information, including office hours, location, phone, fax number, e-mail contact.
- Never use spaces in filenames; use an underscore or dot (.) instead.

- Always use index.html as the name of the first page of a site.
- Always use an "alt" tag for each graphic.
- Always give each page a title name.
- Always use jpg for graphics containing multiple colors (such as photographs of people's faces); gif for graphics with a low number of colors or logos.
- Don't use a hyperlink if the information can be succinctly presented on the current page. Write self-explanatory link-text, so users know what to expect when they click. Do not use words that call attention to the web such as "click here" or "follow this link."

STUDENT ORGANIZATION WEB SITES

Student organization Web sites must be approved by the dean and the associate dean of medical education and academic affairs. Web server space is available to any SOM student organization registered with the University. The content of a student organization's Web page must relate specifically to the activities of that organization. Organization pages must include the campus address and phone number of the organization or the name of a responsible officer. **Space allocated to a student organization may not be used for personal pages of members or officers of the organization.**

SECURITY

- The Office of Information Technology makes every effort to keep its Web server up-to-date with security patches. Depending on the severity of a security problem and the complexity of the solution, down time may be required during business hours.
- Any attempt to circumvent the security controls on our Web server is strictly forbidden. Any sharing of usernames and passwords is forbidden. If more than one person edits or updates a Web site, each user should have his/her own username and password.

- Databases are not placed in the Web site's root folder, rather in a more secure location. Contact the Director of Web Services if you need to have a database linked to your Web site. Any databases found inside of any root folders will be removed.

- Random passwords are generated for each user. Please guard your password from being stolen. If you forget your password or believe that your password has been compromised, contact the Director of Web Services to have a new one regenerated.

- No credit card or unencrypted Patient Health Information will be allowed on the server. Placement of such information on the server in an unsecured fashion constitutes a violation of multiple state and federal laws. The head of a department shall be notified of any breaches. For help with encryption, please contact the Director of Web Services.