

# Website Policy & Procedures for WKU Libraries

## I. Purpose and Scope

WKU Libraries' Web Publishing Policy is intended to promote adherence to generally accepted web design standards, ADA compliance & web accessibility standards, along with relevant university and IT division policies relating to the publishing of web content. This policy applies to any WKU Library faculty or staff member responsible for authoring, publishing, or managing web content on the [wku.edu/library/](http://wku.edu/library/) website. Portions of this policy, including accessibility sections, also apply to externally hosted or vendor contracted websites associated with WKU Libraries.

## II. Policy

### A. Administration

1. Policy and procedures must be reviewed annually by the Library Leadership Council (LLC).
2. Guidelines must be reviewed every six months by the Web & Emerging Technologies Advisory Committee (WETAC) due to rapid changes in web publishing technology.

### B. Content

1. All pages must be in compliance with the related WKU policies and applicable state and federal laws, including copyright laws.
2. All pages should adhere to [WKU Web Standards and Requirements](#) and the [WKU Website Style Guide](#).
3. All pages must follow [responsive design standards](#) and be tested for mobile functionality.
4. Content must be consistent with, and in support of, WKU and University Libraries' mission statements.
5. Only approved and complete content should be published to the production site. Authors must properly utilize the staging server within the ECMS system to draft and test content.

### C. Accessibility

1. All library web pages should adhere to recommended guidelines outlined at [ADA Compliance / Web Accessibility Guidelines](#).
2. Linked files must also meet Section 508 accessibility requirements. This includes linked PDF files.

### **III. Procedure**

#### **A. Page Edits and Additions**

1. All page proposals must be submitted to the Coordinator of Web & Emerging Technologies. Major projects must be reviewed by the Library Leadership Council (LLC) before they are sent to the Web & Emerging Technologies Advisory Committee (WETAC) for discussion about its design and development.
2. The University Libraries web site is to be designed and maintained by the Web & Emerging Technologies Advisory Committee (WETAC) with the Coordinator of Web & Emerging Technologies overseeing the integrity of its directory tree.

#### **B. Site Structure & Responsibility**

1. Department heads are responsible for the content of their department home page and area librarians are responsible for the content of their area pages.
  - a. Information must be kept as accurate and current as possible.
  - b. Content must be grammatically correct with no spelling errors.
  - c. Title case should be used for all headings (avoid all caps).
2. Department, area, organization, and event pages should be stored within their appropriate organizational unit's directory. A site manager must be consulted prior to creating or modifying the directory structure.

#### **C. File Types and Linking**

1. Directory and file names must be meaningful and easy to type and remember.
2. Documents should be exported or saved as a PDF prior to publishing to the site. Avoid posting Word, PowerPoint, or other proprietary file formats unless absolutely necessary.
3. File download links should include the file type in the link title following this format: File Name (PDF).
4. Files larger than 10 MB should include the files size in the link title following this format: File Name (PDF, 20 MB). Separate multiple link attributes with commas.
5. Internal links must be added as a [dependency link](#) to avoid broken links as pages are renamed or moved.
6. Each time a page is edited, links should be checked via the built in "[Page Check](#)" tool. Consult a site manager if you encounter broken links outside of your department or area pages.

#### **D. Media: Images, Video, & Audio**

1. Video files should be hosted externally through a service such as YouTube and linked within a "Video Container". Instructions are found within the Videos heading on the [responsive design page](#).
2. Animated GIFs or other such ornamentation should not be used within the Library site.
3. ALT tags are required on all images for ADA compliance and Search Engine Optimization. To [set the ALT tag](#) for an image, fill in the "Image Description" field in the "Insert/Edit image" dialog box. Do not include unnecessary phrases such as "logo of..." or "image of..." Only include a description of the image content or purpose.
4. Images should not be used as the sole navigational element. If using an image as a navigational link, an alternative link in text form should be near the image. Font Awesome icons can be used in many of these situations instead of an image.
5. Images should be saved in the size they will be displayed on the site. For example, [slider images](#) for the Hybrid theme pages should be 740px wide by 330px in height. You can also [resize images](#) within the OU Campus image editor.

#### **E. Accessibility**

1. Requests for assistance with ADA compliance can be made by opening a service catalog request under the [ADA Compliance for Electronic Resources](#) category within the [Library Systems Office](#) category.

#### **IV. Related Policies**

See also:

05.5023 Information Technology Acceptable Use Policy

05.101X/08.101X Web Governance – Participation in WKU Enterprise Content Management System

05.103X/08.103X Web Governance – Appropriate Use of the WKU Enterprise Content Management System (ECMS)

WKU Libraries Web & Emerging Technologies Advisory Committee

Approved by the Library Leadership Council  
and the Dean of University Libraries  
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