

UAF EXTENSION WEB POLICY

This policy establishes minimum guidelines that ensure the same high standards for University of Alaska Fairbanks Cooperative Extension Service web pages that exist for Extension's printed publications. This policy has been developed to improve usability, content management and institutional branding through consistency in design, navigation structure and functionality of Extension's web pages.

The web is one of the most visible and important ways in which Extension communicates with its numerous internal and external audiences. Official Extension websites and web pages are defined as those residing under the Extension account on the University of Alaska Fairbanks server or those that represent the employee in his or her primary role as a UAF Cooperative Extension Service faculty or staff member. The following policy and guidelines apply to all faculty and staff of Extension acting in an official capacity for UAF Extension and/or using UAF Extension resources. All such web pages will comply with the following policies:

- A. Extension web pages will be governed by the University of Alaska Fairbanks Web Guidelines at www.uaf.edu/marketing/standards/web by the Cooperative Extension Service's Web Policies and all other applicable policies of the University of Alaska.
- B. Any web page hosted under the Extension account that violates applicable policies will be removed from the web by the Extension Communications manager. Advanced written notice will be provided to the web author, coordinator or sponsor of the noncompliant site stating pending action is being initiated to take down the page.
- C. Any web pages not housed on the UAF server but representing an employee in his or her primary role as a Cooperative Extension Service employee that violates applicable policies must be brought into compliance or removed from the web by the sponsoring employee. Any questions regarding these policies should be directed to the Extension Communications manager.
- D. It is critical that all of Extension's web pages and websites meet the highest standards in terms of timely, accurate and up-to-date content as well as ease of use and accessibility. Extension's credibility as a reliable resource for information that people trust is eroded when the Extension website does not meet minimum standards. When used consistently, the following, required elements on each Extension web page create a unified look and reflect positively on Extension, the university and on our federal partners. The minimum standards for all Extension websites are:
 - Navigational links to the Extension home page.
 - Extension logo and approved, official customized alternate UAF web banner.
 - AA/EO statement required.
 - Last modified date is required.
 - Hypertext link to the e-mail address of a contact person for the site is required.
 - Address and phone/fax numbers for the district office, affiliate office, program area, etc., are required.
- E. Faculty web pages are those that represent the individual faculty member in his or her primary role as a Cooperative Extension Service employee. Faculty web pages will carry the following items:
 - Navigational links to the Extension home page

- Name
 - Title
 - Office address
 - E-mail
 - Phone
 - Credentials/educational background
 - Page's last modified date
 - Other recommended items
 - i. links to projects
 - ii. papers/publications
 - iii. professional affiliations
 - iv. photograph of faculty member
- F. Faculty and/or program specialists assume full responsibility for ALL posted web content.
- G. Photocopies of copyright clearances and model releases for any text, graphics, images, video, audio or documents used that are not in the public domain should be sent to Extension Communications.
- H. Use of UAF and Extension's name, trademarks, official logos, and other copyrighted materials must be in accordance with their policies.
- I. Faculty web pages may not be used for commercial purposes, sales or money-making ventures except those authorized by the Extension administration.
- J. Documents posted online are subject to the same Extension policies and standards as print publications. Accordingly, it is expected that proper attention will be given to spelling and grammar as defined in the [UAF Extension Editorial Style Guide](http://www.uaf.edu/files/ces/comm/StyleGuideExtension.pdf) at www.uaf.edu/files/ces/comm/StyleGuideExtension.pdf.
- K. It is strongly encouraged that all faculty, staff and their contractors use software approved by the Communications manager. This will allow for ease of design, construction, maintenance, transfer and training between units.
- L. Extension accepts no responsibility for external links, and a standard disclaimer statement will be posted; i.e., "Disclaimer: Some websites to which the website provides links for the convenience of users, are not managed by the Cooperative Extension Service. Extension does not review, control or take responsibility for the content of these sites, nor do these sites implicitly or explicitly represent official positions and policies of Extension."
- M. Extension web pages may not:
- Violate copyright, libel, obscenity or other local, state or federal laws.
 - Contain information that is for commercial or private business, advocacy or political purposes.
 - Contain information or graphics that are pornographic, obscene, injurious, harassing, misleading or defamatory.
 - Contain content that provides information about how to commit any criminal or illegal act.