Maine Maritime Academy - Electronic Media Policies

Website / electronic media mission and vision

Vision:

Mainemaritime.edu will be the center of the maritime, management, engineering, and transportation online-world. Students and faculty from competing schools will choose to use our site as a portal to the most relevant academic and professional information, tools, news, and resources.   By connecting students and professionals worldwide, within our core disciplines, mainemaritime.edu will be synonymous with professional success and community.

Mission:

Mainemaritime.edu is the primary medium through which Maine Maritime Academy expresses its excellence to the world. The college community is drawn into a common bond, anchored by well published resources, news, shared goals and successes. It attracts hard working students by highlighting opportunities and experiences before and after graduation. Our faculty is enthusiastic about the way our website enhances their instruction. It inspires stakeholders to endorse and support the college. Parents use it as a proud testimony for their child's educational choice.

Domain name space rules

Official College Web Sites should use *mainemaritime.edu* names. This policy is detailed in MMADomainSpacePolicy.docx.

How to establish an official mainemaritime.edu Web site

Official *mainemaritime.edu* web sites must first attain an approved domain name space as specified in the Domain Name space rules above. Part of that process includes the assignment of a staff or faculty advisor/owner for the site, as well as the approval of the Vice President of the department making the request. In the case of a non-Maine Maritime Academy entity requesting presence on Maine Maritime Academy's Web space, the Vice President of the department under which the organization is sponsored must grant approval.

Each department is responsible for updating its own site(s) as needed, and someone in the department must be designated to be responsible for the duties of web publishing. This is consistent with current policy and will ensure that web sites do not become stale and irrelevant.

Initially, this person may work with the Webmaster and/or Public Affairs Associate to create the site. Style guides, templates and software needed for these tasks are available from the Webmaster and the Public Affairs Associate.

Use of outside Web Sites, hosting, and/or consultants

All sites will conform to MMA electronic media policies, and will use the standard approved templates and design criteria as approved by the College. Requests for outside Web Services of any kind must be approved by the Webmaster, CTO, Public Affairs Associate, and Vice President of the department requesting the service.

Official versus Unofficial Web Sites

Visitors to Maine Maritime Academy's Web sites should be able to clearly distinguish between "official" websites and "unofficial" websites (e.g. from members of the campus community's sites). On-line providers are responsible for the content of messages sent by their members if the provider claims to exercise editorial control over its subscribers' messages. Maine Maritime Academy will claim no editorial control over material maintained in the unofficial accounts of staff, faculty and students.

The following standard disclaimer must appear in full on any official Maine Maritime Academy Web site page with links to unofficial pages::

The content of Web sites not owned by Maine Maritime Academy does not implicitly or explicitly represent official positions and policies of Maine Maritime Academy. The authors of these linked sites assume responsibility and liability for the content of their documents. Please address all comments and other feedback to the author of the page. For further assistance, contact (Webmaster address here).

Publications Policy

The college is reflected in the appearance and content of its Web pages. Therefore, official Maine Maritime Academy pages should be prepared with this function in mind. Care should be taken to ensure that information is accurate, up-to-date and consistent with the college and website mission. The Maine Maritime Academy web template set is to be used in developing a cohesive look for the college. Header, footer and navigation are to remain consistent throughout, and the body of the page allows for some individuality of the campus group. Contact the Webmaster for more information about approved templates.

Responsibilities

The Webmaster acts as the campus Webmaster to initially develop and manage college Web pages for the official *mainemaritime.edu* Web site. The Webmaster maintains links to organizational group Web pages in accordance with Maine Maritime Academy policies. The Information Technology department may refuse to link to Web pages which are not prepared or maintained in accordance with college policy and/or Maine Maritime Academy Web site guidelines.

Requests for a new Web site directory, to publish a new Web site to a current directory or have a link added from the official Maine Maritime Academy home page are to be made through the Information Technology department, and will be pre-approved by the Vice President of the department requesting service. Send requests to webrequests@mma.edu.

Every organizational group manager shall notify the Webmaster in writing as to which individual(s) in their group will be responsible for maintaining their web presence. To ensure continuity, these individuals must be regular (non-student) college employees. The organizational group manager will keep the Webmaster (campus Webmaster) apprised of the current designees. The Webmaster will maintain that information in a central repository.

Individuals tasked with web maintenance of Maine Maritime Academy Web pages are responsible for:

- ensuring the accuracy and timeliness of the information presented;
- offering readers pages that represent professional design and quality presentation;
- abiding by Maine Maritime Academy's Web publishing and identity standards and complying with all IT policies and guidelines.
- regularly updating and keeping published information current;
- understanding and complying with copyright, privacy, accessibility, intellectual property and libel laws;
- responding in a timely fashion to inquiries and comments directed at published material;
- guarding against abuses that disrupt the system and threaten its long-term viability, degrade performance, deprive access to a Maine Maritime Academy resource, or embarrass the college.

Web page maintenance, procedures and approvals

The Public Affairs Associate is responsible for reviewing all official Maine Maritime Academy Web Sites on an ongoing basis. Practically speaking, it is virtually impossible for one staff member to review all of the pages that could potentially change each day. With this in mind, the Public Affairs Associate will periodically review each official Maine Maritime Academy Web Site for appropriate use of Web design style, writing, graphics, and accessibility. In addition, stated facts on each page will be checked for authenticity. If editorial and/or design questions arise or if there is a need for more than minimal copy or design revision, the Public Affairs Associate will consult with the designated Web Publisher. The Webmaster and/or Public Affairs Associate retain the right to restrict the access to any page from an official Maine Maritime Academy Web site that fails to meet the guidelines set forth in existing policies. In the case of dispute, the Information Technology Steering Committee will be the final arbiter of whether to publish the disputed page or not.

Maine Maritime Academy adheres to current practices of the World Wide Web Consortium (W3C) for HTML. Current practice may be determined by consulting the W3C Web site (http://www.w3.org/MarkUp/).

The Public Affairs Associate, Webmaster, CTO and IT Steering Committee formulate World Wide Web Guidelines to help organizational groups create Web pages that are well designed and written. The Webmaster may be contacted with questions about page appearance or content. The Public Affairs Associate may be contacted for fact checking and writing style issues. The following guidelines are recommended for adoption within each official Maine Maritime Academy Web site. In addition, please reference the Maine Maritime Academy Web Style Guide.

Load Time. Large file sizes download more slowly than small files. Internet studies show a user will only wait an average of 8-10 seconds for a page to download. With this in mind, all standard practices to minimize each file size loaded with the page should be used. For assistance or additional information on reducing file sizes contact the Webmaster.

Duplication and Unused Files. To facilitate revisions and prevent contradictory information from appearing on the college Web site, employees tasked with web site maintenance **should link to needed information already on the college Web site rather than duplicating the information on their own sites.** Copying, altering, and/or use of photos from any Maine Maritime Academy Web site for use on your own site is not allowed. To request a Maine Maritime Academy image, contact the Public Affairs Office.

In addition to duplication policies, it is important to keep directories clean of any unused files. Files that are **no longer in use** should be deleted from the system. **This should be done carefully so that any files in use are not deleted, causing broken images, pages, etc.** If assistance is needed in cleaning a directory, contact the Webmaster.

Identification. Each Web site's association with Maine Maritime Academy must be clearly identified. The name of the organizational group should be on every page created. The Maine Maritime Academy main Web site address must be displayed on the group's main page. The Webmaster's e-mail address should be included on the group's main page.

Required page links. Explicit links must be provided on each page back to the starting page for that document which must in turn include an explicit link back to the sponsoring department or group. Each department or group home page must also include an explicit link to the Maine Maritime Academy home page. Each page will use standard Maine Maritime Academy templates and incorporate the navigation links within the template. Documents should be designed to minimize user reliance on navigational aids in browsers.

Broken/Dead Links. Broken or dead links may occur as pages are modified, moved, or deleted over time. There should be no links on pages that produce error messages or otherwise do not work. Pages should be checked frequently for broken or dead links. The Webmaster will inform the appropriate parties of broken links on group sites. These links should be corrected as quickly as possible. The Webmaster retains the right to remove links that do not work or link to unauthorized sites.

Page dates. Each group home page should be dated to reflect the latest update to the page.

Under construction. Under construction messages or image signs will not be used. If a web page needs an under construction status, it is not ready to be made public and will not be.

Names. Files, folders, and images are not to have spaces in the name. Dashes in the file or page name will be used if needed for clarity (i.e. this-needs-spaces.jpg) Spaces are often overlooked when users type URLs, in which case the web page will not view. Moreover, spaces in links occasionally do not work. For assistance in converting directories or files to this rule, contact the Webmaster.

Front page designation. To insure that links are not broken from the Maine Maritime Academy main site, **all departmental home pages must be named "index.htm" or "index.php"**. To prevent broken links, departmental URLs (Web page addresses) should not change. If a change is necessary, it is recommended that the former site temporarily forward to the new site. Contact the Webmaster for assistance.

Template. The official Maine Maritime Academy template collection is required to be used on all official college Web sites. There are several templates to choose from. To receive a copy of the current template set, contact the Webmaster.

Logo. The Maine Maritime Academy logo is a marketing symbol meant to convey, at a glance, that the page is a representation of Maine Maritime Academy. The logo is built into Maine Maritime Academy templates and will not be altered in any way.

Other logo usage: The logo must always be a graphical link leading back to the main Maine Maritime Academy home page (***http://www.mainemaritime.edu***), and should be a stand-alone logo. There should be a text link with the same destination elsewhere on the page. The logo must also include the <alt> tag "Maine Maritime Academy Home Page".

Screen Resolution. Current statistics show the majority of Web site visitors are using computers with resolutions of 1024x768. Many visitors still use the standard 800x600 screen resolution. With this in mind, it is recommended that Maine Maritime Academy pages are designed to fit various screen sizes, with a maximum width of 900 pixels wide.

Coordination. Implementers of WWW pages throughout Maine Maritime Academy should coordinate with the Webmaster to ensure proper approval and linkage when substantial changes are made to existing sites.

Content Management Tools. Content management software will be provided to employees with web publishing responsibilities. Please contact the Help Desk for assistance with installing and using the content management software.

Copyright and Privacy

Information created by a government agency is largely considered to be in the public domain. "Found" graphics or outside information must not be used on Web sites without proper attribution. Copyright laws and college copyright policy must be followed.

Specific Web-based forms that require personal information from a visitor must post a privacy policy or a link to the policy indicating how the information, including information collected in server logs or cookies, will be used and under what conditions the information may be shared or released to another party.

Accessibility

Maine Maritime Academy web sites should be created with accessibility in mind. Best practices are detailed in the "Website Accessibility Policy of the State of Maine", available at http://www.maine.gov/oit/accessibility/policy/webpolicy.html.

Social Media

Officially recognized Social Media accounts follow the same approval processes as Web Sites, in that they must be approved, in advance, by the department head, Vice President responsible for that department, and the Public Affairs Associate before being created.

To request a social media account for the institution, fill out the Social Media Form available at http://www.mainemaritime.edu/about-us/183-social-media-form to begin the process.

The following are basic guidelines to follow regarding social media accounts:

Identify yourself—When participating in or maintaining a social media site on behalf of Maine Maritime Academy, clearly state your role and goals. Keep these in mind as you determine the most effective use of social media to deliver your message.

Keep it legal—Have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your source. Keep your links up to date and make sure they work. Don't use images retrieved from the web without permission from the author or artist. Check with the Public Affairs Associate before posting facts, statistics, or descriptions related to Maine Maritime Academy.

Separate opinions from facts—Make sure your audience can easily identify the difference. Example: "It is my opinion that…".

Be respectful and professional—Maine Maritime's employees should always be respectful, civil and thoughtful in any discussion. The freedom and speed of online conversations can often prompt people to behave differently than normal. Your reputation and Maine Maritime Academy are best served when you express yourself professionally.

Add value—If you join a social network, such as a Facebook group, or comment on someone's blog, make sure you are contributing positively and productively to the conversation, always keeping your role and your goals in mind. Don't post information about topics unless you are sure it will be of interest to readers.

Be engaged and informed—Read the contributions of others. Know what the current conversations are and what people are saying in order to see if, and how, you may be able to contribute a new perspective. Participation is the fuel of social computing.

Aim for quality, not quantity—Keep the language simple and flowing. Offer your contribution with context whenever you can. Provide links to other blogs, media articles or whatever sources you think are necessary. Make your content rich and interesting for others to read.

Think before you post—There is no such thing as a private social media site. Search engines turn up posts years after they were published. Comments can be forwarded, copied, and printed. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clear-headed.

Institutional and personal privacy—Do not post confidential or proprietary information about Maine Maritime Academy, its students, alumni, or employees. Use good ethical judgment and follow college policies, as well as federal requirements such as FERPA. If you discuss a situation involving specific individuals on a social media site, be sure that those individuals cannot be identified. As a guideline, don't post anything that you would not present publicly.

Monitoring and upkeep—Assign an administrator who can regularly monitor postings and content. Aim for frequent postings and updates; the recommended frequency is at least once a week. If you invite questions and comments through your blog, Facebook profile, or Twitter account, make sure to respond in a timely fashion.