Southern Crescent Technical College
Web Content and Review Guidelines

Summary

All web pages at the College are assigned a content owner. The content owner is responsible for reviewing the content for the pages they have been assigned.

Content changes and updates will be submitted for review and approval by the Webmaster and Marketing Division. A regular review schedule will be established for all department web pages. This ensures consistent design, messaging, and navigation across the College's website.

Site Structure

1. Departments and divisions that are represented on the web site are contained in the root directory of sctech.edu. For example, sctech.edu/admissions. Centers, services, and units that belong to the areas are contained under the larger office's website.
2. In special cases, a site or page will be located off the root folder.
3. Redirects can be used to make a site appear to be off the root folder.
4. URLs should be kept short as reasonably practicable and use hyphens to separate words. For example, sctech.edu/testing-dates. A sctc.me URL shortener is also available to shorten longer web addresses.

Division Responsibilities

1. Each division/department of SCTC is responsible for the web content. However, the Marketing Division or the Office of Information Technology, reserves the right to remove or edit content at any time.
2. A yearly web review will be conducted by the Marketing and IT Department to review content.
3. Web pages will be assigned to Divisions.
4. Each Division will determine the content owners for the departments under their division and assign POC for the division to request web site changes or updates from each department

Department Responsibilities

Each department is responsible for the following:

   a. Gathering and maintaining up-to-date and accurate content related to the area's personnel and activities.
   b. Site content should be reviewed as often as necessary to maintain accuracy and relevance of all content and ensure that links are accurate and working.
   c. Designating a dedicated point person to manage and review web content within the area's web section and work with the webmaster to coordinate changes.

Content Standards

1. Top Pages

a. All requests for changes to the homepage, sliders, header, footer, about pages, events calendar, or news-events pages must be submitted to the Marketing Office via the SCTC Help Desk.

b. All requests for changes to the homepage, sliders, header, footer, about pages, events calendar, or news-events pages must be submitted to the Web Marketing and Content Manager or Office of Communications.

c. All links from the College homepage must stay on the sctech.edu domain.

2. The IT Department will update content on web pages and sections of the site based on the needs of each department after a periodical review or as needed.

3. Content must be accurate and logical.

a. Content on all subsites must be current and relevant. Outdated information must be updated as soon as possible or removed if the page is obsolete. The website should be a hub of up-to-date content, not an archive of old material.

i. When pages need updating, instead of creating a new page with the current information and removing the outdated page, the existing page should be updated.

b. Old files in the Media Library must be removed regularly so they do not appear in search queries.

c. Short URLs must be checked regularly (at least once a semester) to make sure they're working correctly and still being utilized.

d. Content must be centralized in the correct department or office website. If other websites refer to that information, they must link to the centralized location instead of copying the information.

i. For example, instead of uploading a campus map to the Academics section, that section should link to the campus map in the centralized location. This keeps all content current and correct.

e. Links must be checked regularly (at least once a semester) to make sure they are working correctly.

4. Content must be consistent and appropriate.

a. Copy should be written with the audience in mind, in a positive and friendly manner. Informal and approachable language, without being overly chatty, welcomes visitors to the site and encourages engagement. The most important information should be in the first paragraph. Use short sentences and paragraphs of no more than 3-4 sentences, with a full break in between.

b. Video should be embedded via SCTC's YouTube channel.

c. All copy must conform to the College's editorial standards, with proper spelling, punctuation, grammar, style, etc.

5. Content must be accessible as possible.

a. All College web pages must comply with state and federal accessibility standards.

b. PDFs should be created using accessibility standards.

c. Write meaningful link text.

d. Include descriptive alt text for photos.

6. Content must be legal

a. Any content posted on the website, unless password protected, can be accessible to anyone.

b. SCTC must have copyright ownership or permission for all content, including text, photographs, maps, graphics, files, and other data. Web editors may not upload or publish any content that does not meet copyright criteria. For example, a photograph found with a Google search cannot be downloaded and published on sctech.edu without express permission from the photographer or owner of the photograph.

7. Prohibited Content

a. Advertising non-College entities, businesses, organizations, or products.

b. Content that implies institutional endorsement of entities, businesses, organizations, products, projects, or services.

    c.   Content or links to pages that are inconsistent with the College's mission.