



## Digital Publishing Procedures

### 1. COMPLIANCE OBLIGATION SUPPORTED

[Brand Communications Policy](#)

[Web Content Policy](#)

### 2. PROCEDURAL DETAILS

These procedures outline the governance and oversight for the publishing of content on the University's digital presence.

The University's digital presence is delivered through a variety of channels, systems and products that provide information and services. Examples include the following:

- external facing websites and web pages,
- mobile applications,
- touch screen displays, or
- videos, podcasts and other multimedia formats.

The use of social media accounts operating under the Curtin University brand is managed through the [Social Media procedures](#).

The digital publishing of material by the University will be consistent with and in support of the University's [Strategic Plan](#), [Brand Style Guide](#), including [Digital Style and Experience Guidelines](#) and [Curtin Values](#).

#### 2.1 Access and approvals

##### 2.1.1 Content authors and editors will:

- (a) request website access from Digital & Technology Solutions (DTS) via [SupportU](#) to create and publish content.
- (b) undertake training provided by Website/application owners.
- (c) provide training to other approved Content authors and editors as delegated by Website/application owners.
- (d) assume responsibility for ensuring their content is up-to-date, accurate and follows accessibility and technical best practice standards and guidelines.
- (e) contact Curtin Information Management and Archives to have their website decommissioned if determined their website is no longer in use.

##### 2.1.2 Content approvers and Product Owners will:

- (a) assume responsibility for ensuring their content is up-to-date and accurate.

##### 2.1.3 Digital & Technology Solutions (DTS) will:

- (a) set up workflows so that SupportU web access requests go to the appropriate website/application owner for their assessment and approval. Where the website/application owner has provided their approval for access, DTS will;
  - (i) grant the necessary access to approved users, including setting up the required permission level and publishing workflows; and
  - (ii) provide access to, or details on how to access, required training and instructions on adhering to relevant policies for approved users.
- (c) review access permissions and remove any unauthorised individuals.
- (d) be responsible for the technical implementation of new websites and webpages prior to content being published including code review, testing and deployment.

- (e) maintain the [Website Portfolio List](#) ensuring it is kept up to date.

2.1.4 Website/application owners will:

- (a) be listed on the Curtin University [Website Portfolio list](#).
- (b) review requests for website access from content authors/editors via DTS and may provide approval for access or delegate the necessary authority to do so.
- (b) ensure training materials and instructions on adhering to relevant policies are available.
- (d) review and approve content via established workflows.
- (e) maintain technical governance and accuracy for the websites and applications they own.

## 2.2 Content creation

2.2.1 Content is created by Content authors, editors, approvers and Product owners.

2.2.2 Content authors, editors, approvers and Product Owners will create content that:

- (a) complies with University policies, procedures, and external legislation, with particular consideration for copyright, privacy, intellectual property, record and archives management, [Competition and Consumer Act 2010 \(Cth\) \(CCA\)](#), [Education Services for Overseas Students Act 2000 \(Cth\) \(ESOS\)](#), and content accessibility.
- (b) adheres to the University's [Code of Conduct](#), [Brand Style Guide](#) and [Digital Style Guidelines](#).

## 2.3 Content review

2.3.1 Content authors, editors, approvers and product owners will:

- (a) regularly monitor their channels and platforms to maintain accuracy, quality assurance, and compliance of digital content further to university policies and procedures; and external legislation.
- (b) review workflow or other content requests to ensure compliance with brand guidelines and regulatory requirements before publication.

## 2.4 Managing inappropriate/unauthorised use

2.4.1 University digital communications are subject to review and monitoring at any time by University Marketing for brand consistency and content compliance.

2.4.2 The Director, Marketing Operations and Engagement or Deputy Director Digital Experience may remove or authorise the removal of digitally published material without warning until the issue is resolved or the material is permanently removed, if any of the following is found:

- (a) breach of these procedures, legislation or any other instrument of governance (see [section 6](#)),
- (b) failure to meet required accessibility standards as per [Accessible Information Procedures](#),
- (c) adversely affect network or computer performance, or
- (d) be poorly maintained or have out-of-date information.

2.4.3 All instances of inappropriate or illegal representation of Curtin University on websites and other digital applications will be reported to the Director, Marketing Operations Engagement, University Marketing.

## 3. SCOPE OF PROCEDURES

3.1. These procedures apply to all members of the University community (which includes Council members, students, employees, University Associates, Curtin controlled entities, and all persons participating in University business or activities, including whether as a visitor, adjunct appointee, service provider, or contractor), in any location or campus, offshore or within

Australia.

- 3.2. The guiding principles of this procedure may inform practices at the University's global campuses and locations.
- 3.3. These procedures do not apply to digital content (websites, applications, other) that form part of coursework not intended for wider public access or consumption.

#### 4. DEFINITIONS:

(Note: Commonly defined terms are located in the [Curtin Common Definitions](#). Any defined terms below are specific to this document)

##### **Content authors**

Role assigned to employees, University Associates, partner employees, or contractors who have been provided access to create content on a website or application via a workflow process.

##### **Content editors**

Role assigned to employees, University Associates, partner employees, or contractors who have been provided access to create and publish content on a website or application and approve workflow submissions from authors.

##### **Content approver**

Role assigned to employees, University Associates, partner employees or contractors who can request content updates to a website, provide content to be updated on a website or can publish and approve content without going through a workflow.

##### **Product owner**

Role assigned to employees who are ultimately accountable for ensuring the accuracy of information which is published on a website.

##### **Digital publishing**

Text, images, video, audio and multimedia material representing the University and its activities and directed to an audience in an electronic form and available on an electronic device. Includes web sites, videos, podcasts, and mobile applications.

##### **Website/application owner**

Primary stakeholder or business area owner who is responsible for any final decisions on who has access to the website/application, provide content workflow approvals or delegate the authority to do so.

#### 5. SCHEDULES

*Nil*

#### 6. RELATED DOCUMENTS/LINKS/FORMS

Internal

- [Accessible Information Procedures](#)
- [Brand Style Guide](#)
- [Code of Conduct](#)
- [Curtin Content Style Guide](#)
- [Curtin University Website Portfolio](#)
- [Curtin Values](#)
- [Curtin Writing on Brand Guidelines](#)
- Digital Style Guidelines (*forthcoming*)
- [Information Management Procedures](#)
- [Social Media Procedures](#)
- [Social Media Guidelines](#)
- [Talent Consent Forms](#)
- [Website Portfolio list](#)

External

- [Competition and Consumer Act 2010 \(Cth\)](#)
- [Copyright Act 1968 \(Cth\)](#)
- [Disability Discrimination Act 1992 \(Cth\)](#)
- [Education Services for Overseas Students Act 2000 \(Cth\)](#)
- [Electronic Transactions Act 2003 \(WA\)](#)
- [Higher Education Standards Framework \(HESF\): Standard 7.1 \(7.1.1 specifically\) and 7.2 \(7.2.1 specifically\)](#)
- [Racial Discrimination Act 1975 \(Cth\)](#)
- [Racial Hatred Act 1995 \(Cth\)](#)
- [State Records Act 2000 \(WA\)](#)
- [Telecommunications Act 1997 \(Cth\)](#)

<b>Policy Compliance Officer</b>	<a href="#">Sarah Moffat</a> , Director, Marketing Operations and Engagement
<b>Policy Manager</b>	Chief Strategy and Marketing Officer
<b>Approval Authority</b>	Chief Strategy and Marketing Officer
<b>Review Date</b>	1 <sup>st</sup> April 2028

**REVISION HISTORY**

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
New	Approved	26/09/2012	Vice President, Corporate Relations and Development	EM1229	Conditional upon PMC rescinding the current policy and procedures at its 25th September 2012 meeting, effective 9 October 2012
	Administratively Updated	06/10/2015	Director, Legal and Compliance Services	EC 76/15	Executive Manager Title Changes
	Approved	06/11/2015	Vice President, Corporate Relations	EM1519	Formally Reviewed, No Changes
	Administratively Updated	28/04/2016	Director, Legal and Compliance Services		Removal of Guiding Ethical Principles to Curtin Values
	Approved	29/01/2019	Vice President, Corporate Relations	EM1902	Unconditional
	Amended	13/01/2023	Vice President, Corporate Relations	EM2304	Amended to align with Academic Freedom and Freedom of Speech Policy
	Approved	17/04/2023	Chief Strategy Officer	EM2310	Unconditional
	Approved	07/08/2024	Chief Strategy & Marketing Officer	EM2423	Unconditional