![FIT Fashion Institute of Technology, State University of New York](logo)

Web Content

Policy CR007
Volume 3, Communications and External Relations
Responsible Administrator: Vice President for Communications and External Relations
Responsible Office: Communications and External Relations
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Policy Statement

The Internet is an important medium for the Fashion Institute of Technology ("FIT") internal and external communication. FIT websites serve the educational, cultural, and social programs of the college and are a primary means for presenting the college to the public.

This policy applies specifically to websites sites that are owned, controlled, and/or operated by or on behalf of FIT. FIT's Division of Communications and External Relations ("CER") is responsible for oversight of FIT's web properties. FIT's Division of Communications and External Relations ("CER") is responsible for oversight of FIT's web properties.

Reason for the Policy

The purpose of this policy is to ensure accuracy, consistency, compliance, integrity, and protection of the identity and image of the college by providing a set of standards that all FIT website creators, editors, and contributors must follow.

This policy sets standards for acceptable use of FIT websites. It clarifies responsibilities, encourages accurate, useful, and appropriate presentations of information; and assists FIT in our efforts to comply with state and federal laws. Adherence to the policy ensures proper use of the college's brand identity; upholds quality, performance, and security; and manages risk.

Who is Responsible for this Policy

- Vice President for Communications and External Relations

Who is Affected by this Policy

- All FIT Employees, students, and alumni who are authorized to create and/or maintain FIT Websites and web content
- FIT-affiliated entities creating and/or maintaining websites and web content about FIT

Definitions

This policy governs five categories or "tiers" of websites:

- **FIT Websites**: FIT's official homepage and related domains. FIT Websites include Tiers 1 and 2. Tier 1 and 2 sites communicate official information relating to FIT and can include pages published by or about FIT schools, divisions, departments, centers, programs, offices, and committees. Tier 1 and Tier 2 sites are reviewed and/or directly managed by CER.
    - o **Tier 1 Site:** This tier includes the FIT homepage as well as navigational pages connected to the FIT homepage including, but not limited to, department, office, major, and program pages.
    - o **Tier 2 Sites:** This tier includes sites created by Communications and External Relations for specific promotional or specialized purposes (for example, the Future of Fashion Runway Show site.

- **FIT Associated Sites**: Online applications, mobile applications, and content contained therein that is owned, controlled, or operated by FIT. FIT Associated sites are classified as Tier 3 and Tier 4 sites.
    - o **Tier 3 Sites**: This tier is comprised of WordPress blogs hosted by FIT on the fitnyc.edu domain.
    - o **Tier 4 Sites**: This tier includes other types of sites that are owned, controlled, and/or operated by or on behalf of FIT including, but not limited to
        - ▪ sites operated by third parties on behalf of FIT;
        - ▪ sites created using grants awarded to individuals or FIT;
        - ▪ sites created by students, staff, or faculty members for projects on behalf of FIT (such as those for exhibitions or events);
        - ▪ sites on the fitnyc.edu domain that are built using the Google Site Builder;
        - ▪ student publication sites hosted on the fitnyc.edu domain; and
        - ▪ legacy sites hosted on the sites.fitnyc.edu server.

- **Tier 5 Non-FIT Sites:** Websites created by faculty members to share academic content with students that are not hosted on the fitnyc.edu domain. Tier 5 Non-FIT Sites may include, but are not limited to, content such as syllabi, tutorials, videos, and handouts.

Principles

These rules apply to the use of all FIT websites, FIT-Associated Sites, and Tier 5 Non-FIT Sites and are intended to provide context and structure to support web development and governance of such websites. FIT encourages college departments, college-sponsored organizations, and members of the college community to use FIT websites and FIT-Associated Sites to further teaching, learning, and all other functions consistent with the mission and goals of the college.

All FIT Websites, FIT-associated sites, and Tier 5 Non-FIT Sites must
- adhere to established policies of FIT;
- comply with applicable federal, state, and city laws and regulations;

- meet web accessibility guidelines at a minimum of the latest version of WCAG at level AA[1];
- not violate copyright, trademark, or the terms of licensing agreements; and
- safeguard confidential or otherwise protected information security concerning students, employees, college business, and other sensitive matters to help prevent security risks and ensure compliance with applicable FIT policies (see Related Policies).

Principles for specific Tiers:
- **Tier 1 Site**
  - Content on the Tier 1 site must be related to the mission, goals, and functions of FIT.
  - Working in consultation with CER and within college policies for the web, vice presidents determine how their respective units or divisions use the Tier 1 site to carry out official responsibilities.
  - All content for prospective students and employees must appear on the Tier 1 site.
  - FIT is required by law to publish specific web content, including college policies, the academic calendar, and catalog information, on its Tier 1 site. Such information cannot be duplicated elsewhere but may be linked to from other pages.
  - Tier 1 landing pages must display information about the ownership of the pages, including contact information with email address and/or phone number.
  - The Tier 1 site may not be used for commercial and/or for-profit purposes. The use of the FIT website to promote the not-for-profit activities of the college, e.g., the sale of books and exhibition catalogs by the Museum at FIT, will be determined by the college on a case-by-case basis.

- **Tier 2 Sites**
  CER occasionally uses or approves the use of, publishing tools other than the college's content management system (such as WordPress) to build websites for specific, official use. Those sites must adhere to the same principles as Tier 1 (see above).

- **Tier 3 Sites**
  In addition to the requirements stated herein, FIT blogs hosted at blog.fitnyc.edu are also governed by FIT's Blogging policy.

- **Tier 4 Sites**
  In addition to the requirements stated herein, Tier 4 Sites must also:
  - Have a solid color band across the top of each page that includes the official FIT logo and/or the words "Fashion Institute of Technology." (The official FIT logo can be requested from CER.) The logo or "Fashion Institute of Technology" must direct to the FIT main site (Tier 1 site) when clicked.
  - Include the following disclaimer: "The views, opinions, and conclusions expressed in this page are those of the author or organization and not necessarily those of FIT or its officers or trustees. The author or organization is solely responsible for its content."
  - Include the name, title, and contact information of the organization or manager of the site in either a designated "About" or "Contact" link in the main navigation or in the footer of the website.

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[1] As an institution that receives state and federal funding, FIT is required to comply with the World Wide Web Consortium's Web Content Accessibility Guidelines at a level of AA. WCAG 2.0 is a set of rules that govern the way content is displayed on our sites and makes digital content accessible to people with disabilities.

- **Tier 5 Non-FIT Sites**
  In addition to the requirements stated herein, Tier 5 Non-FIT Sites must include the name, title, and contact information of the organization or manager of the site in either a designated "About" or "Contact" link in the main navigation or in the footer of the website.

- **Personal Websites**
  This policy does not prohibit FIT employees, students, or other members of the FIT community from identifying their relationship with FIT on their personal websites. However, it is a violation of this policy to state or imply that any personal views expressed in any way represent the views of, or are endorsed by, the college. To avoid doubt, FIT community members who post about the college on their personal websites also may consider including a disclaimer such as, "These are my personal opinions, and do not reflect the views of the Fashion Institute of Technology."

Responsibilities

- **Communications and External Relations**
  - Manages the training, access, and workflow inside the college's content management system and regularly reviews pages on the FIT Website for compliance with FIT-established rules and regulations. As the unit is responsible for the centralized communications on behalf of the college, CER also manages the content and design of the FIT Website structure.
  - Coordinates FIT Website web development and determines the placement of pages in the FIT Website structure. Major projects such as page redesigns, significant content changes, and new page launches must be completed in conjunction with, and at the oversight and discretion of, CER.
  - Regularly reviews content throughout the FIT Website and FIT Associated Sites (Tiers 1 through 5). If the content is determined to be outdated, CER will work with the content owner to establish a plan for updating it and/or making changes accordingly.

- **All Other Web Designers, Developers, and Contractors**
  - Create website designs, templates, and themes that adhere to accessibility standards, branding guidelines (see Toolkit in Related Documents), and other associated FIT policies.
  - If using third-party tools and/or embedded content (social media feeds, iframes, etc.), you must coordinate this content with CER; all third-party tools must conform to the standards outlined in this policy.
  - WordPress sites should use default WP themes only. Coordinate with CER before installing any additional plugins.

- **Content Contributors to All Websites**
  - Review information to be published to ensure the following:
    - Correct links/URLs
    - Accuracy of information
    - Correct spelling and grammar
    - Accessibility rules have been met

- No content violates copyright laws
- Content adheres to FIT security and privacy policies

Procedures

N/A

Violations

Violations of this policy may put FIT's brand identity, performance, or security at risk and compromise the accuracy, compliance, and integrity of the college. In the event of a violation, CER and/or IT may suspend, block, or restrict further use of such accounts managed by FIT. For accounts not managed by FIT, CER will work with the owner to bring the site into compliance.

In the event a violation also infringes upon principles set forth by other FIT policies, additional disciplinary procedures may be followed under the subject-specific policy.

Related Policies

- Acceptable Use for FIT IT Systems
- Blogging
- Information Security
- Intellectual Property
- Employee Code of Ethical Conduct
- FERPA
- Media Relations
- Social Media

Related Documents

- CER Toolkit
- WCAG Guidelines

Contacts

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