

Barnard College

Website Governance Policy

Effective:

November 13, 2023

Revision History:

None.

Executive Summary:

Barnard College owns the barnard.edu Internet domain and all other subdomains and other digital properties created and managed within the barnard.edu domain (collectively, the “Barnard Website”) and governs the use of the Barnard Website to promote the mission of the College. All content on the Barnard Website constitutes speech made by the College as an institution. This policy describes the content appropriate for the Barnard Website and outlines procedures for requesting additions or changes to the Barnard Website.

Reason for the Policy:

The College has established this policy to provide guidance to our community and to ensure fiduciary oversight over all content on the Barnard Website.

Who is Responsible for This Policy:

Responsible Administrator(s): Vice President for Communications

Responsible Office: The Office of Communications, in collaboration with the Barnard College Information Technology and Senior Team, oversees the College’s web presence and manages web publishing platforms.

Who is Governed by This Policy:

Barnard College faculty, staff, and students.

Policy Statement:

The Barnard Website, www.barnard.edu, and all its subsites are the sole property of Barnard College. All employees who have the ability to edit and publish to the Barnard Website (“Content Managers”) must adhere to this policy as well as any relevant style guidelines.

Web content may be created and posted only for official purposes of the College, in alignment and support of the College’s mission and in compliance with law and College policies. Content on the Barnard Website is reviewed routinely and may be amended or removed without notice.

Unless specifically authorized by the Office of Communications or its designee, no College employee, unit, or department may represent themselves as a spokesperson or authorized representative of the College on the Barnard Website. All units at the College must work with the Office of Communications if they wish to have a presence on the Barnard Website. Units may not use the Barnard name or logo on websites outside of the barnard.edu system without prior approval from the Office of Communications.

No person may include on the Barnard Website any advertising materials or other materials relating to business or commercial activities of such person or any third party. College resources, including the Barnard Website, may not be used for soliciting, proselytizing, or political activity. All actions must be in compliance with Barnard's [Policy on Political Activity](#).

Content Managers must comply with all federal, state, local, and other applicable laws and all College rules and policies, including but not limited to the [Barnard College Acceptable Use Policy](#) and the [Barnard College Social Media Guidelines](#). The College reserves the right to change, at any time, and at its sole discretion, any policies or provisions governing content on the Barnard Website.

Definitions

Barnard Website: Any website or internet page under the barnard.edu Internet domain and its subdomains; any other digital properties created and managed within the barnard.edu domain; and any website or internet page bearing the Barnard College name or logo.

Content Manager: An individual appointed by the College, at the College's sole discretion, to be responsible for editing/drafting assigned sections of the Barnard Website. The College, at the College's sole discretion, may extend publishing permissions to select Content Managers.

Editing and Maintenance

The College reserves the right to: appoint Content Managers at the College's sole discretion; edit all content on the Barnard Website for clarity, accessibility, grammar, spelling, usage, style, and compliance with College naming conventions and College policies; revise or delete content that does not meet acceptable use guidelines or standards for quality, violates College policy, or does not align with the mission and values of the College; and deny access to Content Managers without notice.

So that the College conveys a clear and consistent message, Content Managers must use the College's official visual identifiers (logos) and College naming conventions and style. For more information, see [Barnard's Visual Identity Guidelines](#).

Creation of web content for educational and research purposes might involve incorporation of original works of third parties (e.g., literature, photographs, music, software, film, and video works) that are covered by copyright laws. Content Managers must obtain all permissions that may be necessary to incorporate works of third parties in their proposed content for the Barnard Website.