

WEBSITE ADMINISTRATION

This procedure is governed by its parent policy. Questions regarding this procedure are to be directed to the identified Procedure Administrator.

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| Category: | A. General |
| Parent Policy: | A27 - Website Administration Policy |
| Approval Date: | June 9, 2020 |
| Effective Date: | June 9, 2020 |
| Procedure Owner: | Patrick Machacek |

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| Overview: | The following procedures outline how content on the external website (www.oldscollege.ca) and the intranet, OC Connect, is managed and updated. All content should be written in CP Style, follow the College's Brand Guidelines and adhere to the Employee Code of Conduct . |
| Procedures: | <p>External Website (oldscollege.ca)</p> <ol style="list-style-type: none"> 1. Updates to the external website are made by Corporate Communications and Marketing. 2. Changes or edits can be submitted to communications@oldscollege.ca for consideration or forwarded directly to the Digital Media Advisor. <ol style="list-style-type: none"> a. Updates are made daily to the external website. b. Content is reviewed for accuracy by the Dean, Associate Dean, Director or Manager responsible for that department. 3. Corporate Communications & Marketing will review content annually with content owners. <ol style="list-style-type: none"> a. Feedback will be gathered through a website review form that will be shared with subject matter experts. 4. Corporate Communications & Marketing is responsible to ensure that the website is responsive and meets all SEO requirements. <p>OC Connect (intranet)</p> <ol style="list-style-type: none"> 1. Members of the OC Connect Content Committee have editing access to their departments webpages on OC Connect to update content as needed. <ol style="list-style-type: none"> a. Corporate Communications & Marketing works with departments on campus to identify members for the Content Committee. 2. Changes to the OC Connect sitemap, such as adding or deleting pages and features, is done by the Corporate Communications & Marketing team. 3. The OC Connect Content Committee is chaired by Corporate |

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| | <p>Communications & Marketing, and meets monthly.</p> |
| <p>Definitions:</p> | <p>External website: www.oldscollege.ca accessible by the public Intranet: internal, secure website that is only accessible by Olds College staff Sitemap: the list of web pages that make up a website SEO: Search Engine Optimization Responsive: an approach to web design that makes web pages render well on a variety of devices and window or screen sizes</p> |
| <p>Related Information:</p> | <p>A27: Website Administration Policy Employee Code of Conduct Brand Guidelines</p> |
| <p>Review Period:</p> | <p>3 years</p> |
| <p>Revision History:</p> | <p>March 23, 2006: Revision February 16, 2016: Revision June 9, 2020: Revision</p> |