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SMU IT POLICIES & PROCEDURES

Title: **SMU Web & Wiki Policy**	
Prepared by: IITS	Approved by: Chief Information Officer and Vice President, IITS

1. INTRODUCTION

The SMU Internet web sites (bearing the smu.edu.sg domain) shares large amounts of information with a wide audience including prospective students, current students, faculty, staff, corporate donors, parents, alumni and others who are interested in the University. It provides e-services for a specific target group of users e.g. prospective students to apply for courses on-line. The Intranet web sites e.g. https://iNet.smu.edu.sg/ and https://oasis.smu.edu.sg, provide information and e-services to internal community members e.g. students, faculty and staff. It is important that users of both the Internet and Intranet web sites find the sites easy to navigate, accurate and informative.

2. PURPOSE

The purpose of this policy is to provide a set of guidelines for effective publication of web contents and communication via the use of SMU's web sites as well as creating a positive representation of the University.

3. ENTITIES AFFECTED BY THIS POLICY

This policy applies to all web sites supported by IITS. This policy excludes any web site hosted externally without the approval of IITS, personal web sites or any other web sites for which a user may be redirected by a SMU web site that is not under the control of IITS (e.g. www.google.com, www.facebook.com, www.twitter.com, etc.).

4. DEFINITIONS

For the purpose of this document, the following definitions apply:

4.1. Web site Owner

The Head of Department of a business unit in SMU (shall be appointed by the President if the ownership is unclear) who is accountable for the web site.

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4.2.   Content Owner

The Head of Department of a business unit in SMU who owns a particular content (including all related e-services) of a web site. He/she is accountable for the accuracy and timeliness of the content.

4.3.   Web site Custodian

The Web & Media Technologies Division in IITS will be the Web site Custodian of all web sites hosted by IITS. He/she is the chief liaison officer for all web related matters within and outside IITS. The Web site Custodian is responsible for coordinating and ensuring that web-related technical services provided by IITS are able to meet the business requirements.

4.4.   Departmental Web Officer (DWO)

DWO is a staff member appointed by the Content Owner to create, publish and maintain the content on a web site. The Content Owner may appoint more than one DWO to manage different sets of the content.

4.5.   Web site

A web site is a collection of digital assets needed to serve web pages under a specific domain. These digital assets are web files, scripts, images, multimedia, databases, and other related files. A web site is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an URL.

4.6.   Wiki site

A Wiki site is a community portal which consists of webpages that allow online collaborative writings.

5.   POLICY STATEMENT

5.1   SMU Internet and Intranet Websites Governance and Management

5.1.1   The SMU Internet web site (http://www.smu.edu.sg/) is the only official web site of the University. It serves as the gateway to all SMU content and e-services.

5.1.2   The Vice President of the Office of Corporate Communications and Marketing (OCCM) is the Web site Owner of the SMU Internet web site.

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5.1.3   The Registrar of the Office of Registrar (RO) is the Web site Owner of the Student Intranet web site (https://oasis.smu.edu.sg/).

5.1.4   The Web site Owner of the Faculty and Staff Intranet web site (https://iNet.smu.edu.sg/) is IITS.

5.1.5   The contents and e-services presented on the SMU Internet web site and Intranet web sites shall be owned by the respective Content Owners e.g. contents and e-services related to undergraduate admissions will be owned by the Office of Undergraduate Admissions.

5.1.6   The Web & Media Technologies of the Office of Integrated Information Technology Services (IITS) shall be the Web site Custodian of the SMU Internet web site and the Intranet web sites.

5.1.7   Any request to create a separate web site must first be submitted to the Web site Owner for approval. For all public facing web sites, OCCM shall be the first level of approval. For student related intranet web sites, RO shall be the first level of approval. For faculty and staff intranet web sites, IITS shall be the first level of approval.

5.1.8   The Vice President, IITS, Chief Information Officer (CIO) will be the final approver for the creation of any web site hosted in servers maintained by IITS. Considerations such as technical feasibility, security, domain name, security requirements, and cost-and-benefit analysis of the requested web site will be taken into account.

5.2   Official Web Materials

All web contents published in SMU's Internet and Intranet web sites hosted by IITS should be official i.e. they have been approved by the respective content owners. For copyrighted materials not belonging to the University, the content owners must obtain written permission from the copyright holder and have evidence of approval on file. Appropriate copyright notices must be prominently displayed as necessary.

5.3   Personal/Curricular Web Pages

The University recognizes the value of publishing on the Internet and supports faculty, staff, and students in creating personal or curricular web pages. However, the University accepts no responsibility or liability for the content of those pages.

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5.4   Internet Web site Brand and Identity

To uphold the university's public image, OCCM has developed a Brand Manual that contains the corporate identity guidelines. It is imperative that the Content Owners of the Internet Web site adhere to the guidelines presented in the Brand Manual in the design of their web contents. All requests to publish Internet Web site Contents must first be submitted to the OCCM for brand identity clearance.

5.5   Technical Compatibility

If Content Owners outsource the development of their web contents to a third party (e.g. an external contractor) and require hosting of the contents by IITS, they must ensure that their appointed contractor adhere to the Web site Technical Development Guide. This is to avoid any compatibility issues which may arise because of different technology platforms and/or coding/scripting standards. IITS will not be responsible for resolving the compatibility issues. Any technical queries can be directed to the Web Custodian who will provide advice and consultancy on the compatibility requirements.

5.6   SMU Wiki Sites Governance and Management

5.6.1   SMU wiki sites are set up to support teaching and learning in SMU's courses. Every SMU Wiki must be supported by at least one faculty sponsor, also known as Information Custodians.

5.6.2   Considerations for sharing information on SMU Wiki sites.
a.   Do not post or share **Confidential Information**. Wikis can be used in various ways to publish and share information which may be viewed by the public or by individuals who should not be privy to confidential, privileged and/or proprietary (**"Confidential Information"**), some of which, may have been received from a third party. There may also be obligations not to disclose such information under an agreement with this third party. As such, Information Custodians should be mindful of and watchful on the type of information which is posted on SMU Wikis and ensure that the Information Users (as defined below), do not post any Confidential Information on the SMU Wikis.

b.   SMU Information Asset. SMU Wikis and the content therein are SMU's informational assets since they reside, are uploaded

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through or are processed with SMU's computing resources. Intellectual property ownership of items comprising the contents on the SMU Wiki pages will depend on the relevant arrangements taken into consideration with the SMU's Intellectual Property Policy.

5.6.3   Information Custodian's Responsibilities. SMU Wikis created for the courses taught by the respective faculty members, also known as Information Custodian(s) shall have the following responsibilities over their respective SMU Wiki to:
   a. Establish the usage rules on behalf of SMU with regard to the use of Information Assets by users or applications
   b. Authorize access privileges to others on a need-to basis
   c. Classify and determine security controls and backup
   d. Assign classification and administer access levels of Information Assets
   e. Approve reproduction and distribution of the Information Assets.
   f. Manage and supervise their wikis in accordance to the terms of use specified in Appendix B1 Terms of Use for Information Custodians.

5.6.4   Information User's Responsibilities. Information User(s) refers to any SMU faculty, instructors, students and teaching assistants who are authorised by an Information Custodian to access and edit the relevant SMU Wikis. Information Users have the responsibility to:
   a. Observe policies set forth and accurately present it in any use
   b. Respect confidentiality and privacy of individuals whose records they access, observe any ethical restrictions, and abide by applicable laws and policies with respect to accessing, using or disclosing info
   c. Bear the consequences of any misuse - wilful misuse of Information Assets or violation of laws and rules with regard to Information Assets can result in termination of access privileges, SMU disciplinary action, and/or civil and criminal penalties.
   d. Partake and adhere to the terms of use specified in Appendix B2 Terms of Use for Information Users.

5.6.5   Support for SMU Wiki Sites (also known as Information Support). IITS provides the technical support for SMU wikis that include safe-keeping, maintaining and supporting information users in the use of the SMU wikis. In particular:
   a. Provide proper service support to Information Custodians

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b. Assist Information Custodians in ensuring confidentiality, integrity and availability of Information Assets

c. Ensure that security measures are in place to ensure non-repudiation of content submission for the relevant SMU Wiki

d. Maintain Information Assets in compliance with the SMU's IT Policies;

e. Retain and update documentation on the Information Assets.

5.6.6   SMU currently do not support research or student initiated wikis.

6   OTHER SUB POLICIES OR GUIDELINES

6.1   Web site Technical Development Guide (Appendix A)

7   ROLES AND RESPONSIBILITIES

7.1   Web site Owner (WO)

7.1.1   WO initiates the creation of the web site and has the ultimate accountability of the entire web site.

7.1.2   WO is responsible for justifying the creation of the web site and securing funding for the development cost.

7.1.3   WO defines the objectives, publication policies and guidelines of the web site and authorizes the Information Architecture (i.e. the structure of the web site and the various branches of contents/ e-services to be published on the web site).

7.1.4   WO defines the priorities of the various contents to be published on the homepage, and resolves conflicts of priorities when prime space is limited.

7.1.5   WO is responsible for resolving any copyright violation issues with the Content Owner and Office of Legal & General Affairs.

7.2   Content Owner (CO)

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7.2.1   CO has the responsibility of ensuring that the web pages published on a web site are appropriate and accurate.

7.2.2   CO may appoint DWO to administer and maintain those web pages which he/she owns.

7.2.3   CO is responsible for ensuring that proper handover of duties and training take place whenever there are changes to personnel appointed as DWO.

7.2.4   CO is accountable for any violation of copyrighted materials published by the DWO.

7.3 Departmental Web Officer (DWO)

7.3.1   DWO is appointed by CO to be the liaison officer for related content pages owned by the CO.

7.3.2   DWO is responsible for using the CMS and web development tools such as Dreamweaver to develop/maintain the web pages.

7.3.3   DWO is responsible for ensuring that the web pages contain accurate and timely information. Any obsolete content should be removed or updated as soon as possible.

7.4   Web site Custodian (WC)

7.4.1   WC is responsible for all technical matters related to web sites hosted by IITS.

7.4.2   WC is responsible for administering the campus-wide CMS and ensuring web site development activities are carried to meet the business requirements; these activities include providing advice and consultancy to the WO, CO and DWO on web design, hosting requirements, liaising with infrastructure support team on domain name, and guiding a team of web designers/developers to construct and maintain the web site.

7.4.3   WC defines the web metrics to measure the performance of the web site.

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7.4.4   WC is responsible for generating web performance statistics and helping WO and CO to improve web performance which will include activities such as enhancing usability through User Interface redesign.

7.4.5   WC is responsible for updating and enhancing the Web Policy.

7.4.6   WC is the technical adviser for all technical web related matters including software tools, utilities and social media related technologies.

8   POLICY REVIEW

This policy will be periodically reviewed and updated as appropriate.

9   RELATED DOCUMENTATION, FORMS AND TOOLS

NIL

10   CONTACT INFORMATION

Please address queries to:

Email: itpolicies@smu.edu.sg

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11   DOCUMENT CHANGE HISTORY

Sno	Change Date	Version No	Reference	Description of Change	Effective Date
1	20/06/2011	0.1		Draft	
2	21/06/2011	0.1		Revised based on discussion with EIS management team.	
3	21/03/2014	1.0	Item 1	Replace smu.edu.sg domain with http://www.smu.edu.sg/	31 Mar 2014
4	21/03/2014	1.0	Item 4.3, Item 5.1.6	Replaced with "Web Master with Web & Media Technologies Division"	31 Mar 2014
5	21/03/2014	1.0	Item 4.5	Replaced with "digital assets needed to serve web pages under a specific domain. These digital assets are web files, scripts, images, multimedia, databases, and other related files."	31 Mar 2014
6	21/03/2014	1.0	Item 5.1.2	Replaced "Director" with "Vice President"	31 Mar 2014
7.	21/03/2014	1.0	Item 5.1.4	Changed to "The Web site Owner of the Faculty and Staff intranet web site (https://eWise.smu.edu.sg/) is IITS"	31 Mar 2014
8	21/03/2014	1.0	Item 5.1.7	Deleted "as the interim custodian"	31 Mar 2014
9	21/03/2014	1.0	Item 5.1.8	Deleted the old para from Item 5.1.8	31 Mar 2014
10	21/03/2014	1.0	Item 5.1.8	New item 5.1.8 to include "Vice President, IITS CIO" and "security"	31 Mar 2014
11	21/03/2014	1.0	Item 5.4	Removed "via the University's Content Management System (CMS)"	31 Mar 2014
12	21/03/2014	1.0	Item 6.1	Removed old para item 6.1	31 Mar 2014
13	21/03/2014	1.0	Item 7.1.5	Moved item 7.1.5 to Item 7.4.3	31 Mar 2014
14	04 Dec 2017	1.1	Header	1. Insert SMU Classification.	04 Dec 2017
15	8 Dec 2019	1.2	5.6	1. Updated all references to ewise to iNet.	9 Dec 2019

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Sno	Change Date	Version No	Reference	Description of Change	Effective Date
				2. Added whole section on SMU Wiki and Appendixes B-1 and B-2	

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APPENDIX A – WEB SITE TECHNICAL DEVELOPMENT GUIDE

Standards	Technology
HTML	**Recommended Standard**
	XHTML 1.0* (strict/transitional), XHTML 1.1 *All XHTML codes are to comply and validated against W3C standards
	For maintenance of existing web sites
	HTML 4.0* *All HTML codes are to comply and validated against W3C standards
	New web implementation targeting on newer browsers and multi devices compatible web sites
	HTML 5.0* - HTML 5.0 is **only** compatible with IE 9, Chrome 12 and Firefox 4 and above. - W3C has not officially endorsed HTML5 as a web standard. The targeted implementation date is 2014. (http://www.w3.org/2011/02/htmlwg-pr.html)
Cascading Style sheet	**Recommended Standard**
	CSS 2.1* *All CSS codes are to comply and validated against W3C standards
	New web implementation targeting on newer browsers and multi devices compatible web sites
	CSS 3* CSS3 is **only** compatible with IE 9, Chrome 12 and Firefox 4 and above.
Client-Side Scripting	JavaScript
Image Format	*For simple art works and animations* : GIF *For photographs:* JPEG, JPG *For photographs with that requires transparent background*: PNG
JavaScript Framework	jQuery 1.x, jQuery 2.x
Server-Side Scripting	PHP 5.3+
Content Management Systems supported	Drupal 7.x WordPress 3.8+
Server environment	Linux RedHat 6.x, Apache 2.x, MySQL 5.x
Others	Support for mobile responsive via media queries Recommended mobile-first frameworks - Bootstrap 2.x, 3.x (http://www.getbootstrap.com) - Foundation 5.x (http://foundation.zurb.com/)

Web Design Policy

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It's recommended that web developers and designers to adhere to the set of recommendations listed below to enhance the structure of the web content, reduce ambiguity and to optimise Search Engine ranking of the affected pages.

- Clear Content Hierarchy must defined for the web pages e.g. effective usage of headers (H1, H2)
- Meta keywords and description must be defined on the pages
- A unique title of the page must be explicitly defined in the < Title> tags. Default title text generated by Web Design/Development IDE e.g. Untitled-1 is not allowed.
- Alternate texts must be defined for images. It's also strongly recommended to do the same text in the "title" attribute.
- The file name of the web page must be short and self-descriptive. If the longer file name is needed, spaces, questions marks (?) and hashes (#) must be avoided. It's highly recommended that dash (-) or underscore (_) is to be used.
- Navigational features of the web site must be in text or other image alternatives e.g. using CSS.
- The file size for a web page must not be bigger than 40KB
- Images used in the web site must be optimised for viewing quality and delivery speed. A single image used in a webpage must not be larger than 40KB.
- Images used in the web site must be pre-scaled to the dimension needed to be presented on the page. The dimension of the image must also be specified on the <img> tag.
- It's strongly recommended that an external CSS file to be used to define all the CSS styles used in the web site.
- All URLs referencing to the pages in the web site must be in relative URL format.

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APPENDIX B-1 TERMS OF USE FOR INFORMATION CUSTODIANS
(Applicable to Faculty sponsors of SMU Wikis)

Information Custodians have the following responsibilities:

MONITORING USER BEHAVIOR
Dispute resolution

To facilitate the resolution of disputes among their students - If that fails, recommend a panel of suitably qualified persons in SMU to preside over the arbitration process.

Deletion

To identify and delete potentially contentious content (such as derogatory comments, posting of Confidential Information and posting of unsubstantiated statements) - This action is usually taken after consultations with relevant experts or authorities, however preventive measures may be more effective.

To evaluate articles that have been proposed for deletions - If no one contests the proposed deletion within a week, the article may be deleted.

ENFORCING POLICIES
Blocking policy

To block disruptive users from editing or adding content - The block can be lifted provided the offender is aware of the misdeeds and agrees to demonstrate good behaviour.

Banning policy

To ban extremely disruptive users from accessing the SMU wikis - Users who are banned can appeal for reinstatement and final decision is made on a case-by-case basis.

Protection policy

To protect pages against vandals or destruction during hostile disputes – Pages can be freed from protection if problems are resolved.

LEGAL
Intellectual Asset Violations

To swiftly remove any content or images that have infringed copyright, design, trademark, confidential information and/or privileged information of third parties.

Libel

To delete content which is libellous and/or offensive and to handle any complaints on malicious defamations.

Legal Recourse

To fully cooperate with the authorities in the event a formal complaint has been filed with or against SMU.

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APPENDIX B-2 TERMS OF USE FOR SMU WIKI INFORMATION USERS
(Applicable to SMU faculty, staff and students)

GOOD BEHAVIOR
Be respectful

Show respect for your peers even if they have views that are very different from yours. Acknowledge their contributions before sharing yours. You can make your stand without being rude, insensitive or offensive. Argue substantiated facts, not personal style preferences and/or mere opinion.

Consensus

SMU Wiki contents are expected as with original Wiki, to stabilize after a process of consensus among Information Users. This process generally involves a series of discussions, debates and persuasions amongst contributors.

Editing

SMU Wiki pages are meant to be edited, but in a constructive way. When major changes are explained, it helps reduce misunderstanding. If someone is not happy with your edits, talk it over with them and try to reach a compromise. If compromise is not possible, approach the Information Custodian to see how your disputes can be resolved.

No legal threats

It is not beneficial to anyone to make legal threats. You can direct complaints of defamation or copyright infringement to the Information Custodian. However, if you insist on taking legal action, we advise that you refrain from editing the relevant SMU Wiki pages until the issue is resolved.

User tracking

Each person's contributions are being tracked. Every contributor is responsible for his/her contributions. Report all abuse and copyright infringements to the Information Custodian.

Username policy

Your user name is the same as the one in the active SMU directory and which is subject to the AUP. You will not be allowed to use pseudo names.

Vandalism

Vandalism is a deliberate attempt to deface a SMU Wiki and/or destroy the accuracy or completeness of the information in the SMU Wiki. A first warning will be issued to the vandal. If the willful act continues, the vandal will be banned.

CONTENT
Research works

Research works sometimes, carry a contractual obligation to retain confidentiality of the relevant areas of research. For this reason, SMU Wikis shall not include details of any research works (general and/or detailed), unless so verified acceptable for public release and authorised by the Information Custodian. These may include unpublished theories, data or concepts; or any new interpretation, analysis, or synthesis of published data or concepts.

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Attack pages

An attack page would include pictures, links or writings that discredit or harass specific individuals. The Information Custodian or Information Support has the right to delete such pages or the relevant content.

Biographies of living persons

Articles about living persons must be accurate and not contain any derogatory and/or unsubstantiated statements. Be careful about your referencing, particularly about details of personal lives. Contentious materials about living persons will be deleted immediately by the Information Custodian or Information Support.

Verifiability of information

All users must abide by SMU's Code of Academic Integrity and cite sources wherever relevant.

DELETION

General deletion policy

Both the Information Custodian and the Information Support can delete potentially contentious articles. This action is usually taken after consultations with relevant experts or authorities.

Proposed deletion

Anyone can propose deletion of controversial articles. If no one contests the proposed deletion within a week, the article may be deleted by the Information Custodian or the Information Support.

Criteria for speedy deletion

SMU Wiki pages may be deleted immediately if they contain materials that are obviously libellous, offensive, disruptive, malicious, derogatory, promote, incite or endorse hatred, strife or intolerance (ethnic, racial, political or religious).

SMU Wiki pages may also be deleted, if they contain privileged, proprietary and/or confidential information.

ENFORCING POLICIES

In the ensuing policies, Information Custodian or Information Support has the right to take any/all of the following actions:

Blocking policy

To block disruptive users from editing - The block can be lifted provided the offender is aware of the misdeeds and agrees to demonstrate good behavior.

Banning policy

To ban extremely disruptive Information Users from accessing the SMU Wikis – Information Users who are banned can appeal for reinstatement and final decision (on a case-by-case basis) will be made by the Information Custodian together with the Information Support.

Protection policy

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To protect pages against vandals or destruction during hostile disputes – Pages can be freed from protection if problems are resolved.

Dispute resolution policy

To facilitate the resolution process - If that fails, a panel of suitably qualified persons in SMU may be formed to preside over the dispute resolution process.

LEGAL AND COPYRIGHT

Ownership of Content

Ownership of content on SMU Wikis will be guided by the SMU IP Policy.

Copyright violations

SMU Wiki does not tolerate copyright infringements and will swiftly remove any violations.

Image use policy

Where paid images are used, give a full description of their source, copyright requirements and approval to use.

Libel

Content which is or has the potential to be libellous will be deleted. If you believe you are the object of malicious defamation, please inform the Information Custodian.

Reusing SMU Wiki content

SMU Wiki content may be freely used for educational (non-commercial) purpose. However, you must credit the relevant authors in all your work.

Legal Recourse

SMU Wikis shall abide by Singapore Law.