

Policy Title: Web Site Publishing Policy

Policy Number:

Date Issued: June 24, 2004

**Responsible Executive: Vice President of
Information Technology**

Date Last Revised: April 2, 2020

**Responsible Office: Information Technology
Services**

Web Site Publishing Policy

Policy Statement

Baylor University (“Baylor” or the “University”) provides facilities and resources for web sites. However, these resources are available only to web site that fall within the scope of this policy. Further, specific limitations and requirements for the content of those web site are defined in this policy.

Reason for the Policy

Web sites are a critical part of the life of the University. From communications to operations to the classroom and to scholarly and creative endeavors, the many web sites hosted by the University require significant resources, and they are a reflection of the mission and character of the University and her students, faculty, staff, alumni, and others. Therefore, in order to manage resources, work within various legal requirements, and to provide an environment where the University and her constituents are portrayed in a way that reflects our mission, this policy has been established.

Individuals/Entities Affected by this Policy

Baylor may provide facilities to build and host a web site for the following individuals and organizations:

1. All colleges, schools, departments, centers, institutes, and other entities that make up the University;
2. Current faculty and staff;
3. Currently enrolled students;
4. Student organizations recognized and in good standing with the University with the endorsement of the organization’s advisor;
5. Third party organizations directly affiliated with and sponsored by the University including, but not limited to, the Baylor University Alumni Association, the Bear Foundation, KWBU, etc.;

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6. Professional societies and other non-profit organizations which have a substantial relationship to Baylor's mission. Further, for these organizations, a current member of the Baylor faculty or staff will be responsible for working with the organization and managing its web site.

Colleges, schools, departments, centers, institutes, and other organizational entities within the University may contract with third parties for Baylor-related web sites. All Baylor-related web sites, including those hosted or created by third parties, are governed by this policy and the related policies listed below.

Exclusions

NONE

Related Documents and Forms

University Policies and Documents

Technology Systems Usage Policy
Information Use Policy
Network Usage Policies
Baylor Graphic Standards
Web Site & E-mail Privacy Statement
Student Policies & Procedures
Faculty Handbook
Personnel Policies
Intellectual Property Policy

Other Documents

United States Copyright Office

Forms and Tools

Forms and tools are available at www.baylor.edu/its/.

Definitions

These definitions apply to terms as they are used in this policy.

URL	A Uniform Resource Locator, colloquially termed a web address, is a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it.
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Contacts

Subject	Contact	Telephone	Office email/web site
Support	ITS Help Desk	254-710-4357	https://www.baylor.edu/its/index.php?id=44608

Responsibilities

Web site owners	All web sites must be actively sponsored and managed by a current faculty or staff member or current student. Web site owners will be held responsible for their web sites. Web site owners are required to conform to the University's copyright and intellectual use policies.
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Principles

Approval

Approval of a web site may be denied based on the lack of necessary resources whether those resources are technical, personnel, or of another classification.

Content

1. All usage of web sites is to be in accordance will all applicable policies of Baylor University, including those listed above in the Related Documents and Forms section.
2. Web sites may not contain or display fraudulent, harassing, or obscene messages and/or materials. Further, materials of this type may not be stored on University web sites or other information technology systems, even if they are not displayed.
3. Baylor University resources may be used to create web sites about an individual or an individual's interests but may not be used for personal business, personal gain, or partisan political purposes, except as permitted by other University policies.
4. As a general rule, ordinarily, commercial advertising is not permitted on web sites. This includes banner advertisements as well as graphic images that promote a commercial service or text links of a commercial nature. No graphic or text may imply Baylor University endorsement of commercial products or services. Any exceptions to this policy must be granted in writing by the Director of ITS-Internet Services.
5. Web sites may not contain information that would embarrass or bring discredit to Baylor University in the view of its constituencies.
6. Copyright laws apply to electronic publishing as well as to print publishing. Web site owners are required to conform to the University's copyright and intellectual use policies. These policies may be found in the Technology Systems Usage Policy, Faculty Handbook, Student Policies and Procedures, and Baylor's

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Intellectual Property Policy. (Note: For those who wish to learn more about Fair Use in the copyright area, please consider visiting the [Baylor copyright site.](#))

7. Baylor graphics and images are owned by the University and may not be altered in any way. All use of Baylor graphics and images must conform to [Graphic Standards Policies](#).
8. Baylor University reserves the right to add or require specific information to each web page or website including, but not limited to:
 - a. a link to Baylor's home page;
 - b. a page owner's e-mail address;
 - c. legal information and disclaimers;
 - d. the date of the last update for that page; and
 - e. the URL for that page.

Domain Names

The use of "baylor" within a domain name such as www.baylor.edu in relation to the University is a trademark owned by the University. Therefore, the use of "baylor" within a domain name is specifically controlled. Anyone wanting to register "baylor" in a domain name must have permission from Information Technology Services to do so.

Internet websites at Baylor generally will have the form www.baylor.edu/xyz (where xyz is a unique name or identifier for a department, organization, individual, event, or other appropriate entity requiring a domain name). For technical reasons, ITS may establish additional servers and names such as [www1](http://www1.baylor.edu), [www2](http://www2.baylor.edu), etc. in place of [www](http://www.baylor.edu) listed above, but for marketing purposes www.baylor.edu/xyz will be used when publicizing the site. There may be times when establishing a special name such as xyz.baylor.edu or www.baylorxyz.com is appropriate. Information Technology Services must approve these exceptions in advance.

Sanction

Sanctions may include, but are not limited to, suspension of technology privileges, termination of employment, referral to Student Judicial Services, and/or criminal prosecution. For additional information, please reference the Technology Systems Usage Policy.