

# Philadelphia College of Osteopathic Medicine

## Website Management, Maintenance and Content Guidelines

**Prepared by:** Marketing and Communications and Information Technology Services

**Effective Date:** Nov. 6, 2017

**Overview:** The PCOM website is one of the most important communication and marketing tools for the entire College community. Producing goal-oriented, useful, sustainable and effective content for our target audiences and keeping existing web content current and accurate is the shared duty of every department.

Every department head/chair is responsible for ensuring his or her section of the website is current and updated. Marketing and Communications and ITS provide the necessary support to make certain this important task is accomplished.

**Purpose:** To establish guidelines for pcom.edu management, maintenance and content.

**Scope:** Applies to all employees of PCOM.

### **Procedure:**

#### **1. Maintaining Content**

PCOM web content is updated through the OU Campus content management system. Each department head/chair should assign an OU Campus contributor or a content editor.

The OU Campus contributor is responsible for making routine changes to departmental web pages, such as updating contact information or program details. The OU Campus contributor should have full working knowledge of OU Campus. The web team is responsible for OU Campus training. Updates that go beyond routine changes should be forwarded to the web team at [webteam@pcom.edu](mailto:webteam@pcom.edu).

Departments without a trained OU Campus contributor should designate a content editor to routinely review department pages. The content editor should forward all requests for changes to the web team at [webteam@pcom.edu](mailto:webteam@pcom.edu). The web team will conduct periodic reviews of all website content and will contact designated editors or approvers for additional information as needed.

#### **2. Developing or Adding New Content**

New content will be developed as a result of needs identified by the web team or in response to requests from campus partners. The web team, in conjunction with the Office of Marketing and Communications, will assess content development requests and create content as appropriate.

All content—including but not limited to text, photos, videos, event listings and graphics—should:

- Have a clearly articulable goal or message consistent with the website's purpose.
- Serve to attract, inform, engage or retain the applicable target audience (prospective students, current students, alumni, faculty and staff) through clear, concise messaging consistent with our brand.
- Be appropriate or relevant for a public site. Content of a sensitive nature or that is geared only toward an internal audience should be located on PCOM's intranet.
- Direct site visitors to the most authoritative source of information and not duplicate existing site content.
- Conform with [PCOM Editorial Guidelines](#) and [Graphic Style Guide](#).

Only requests which meet these requirements will be considered for development. Additional content development considerations include:

- Resources needed to develop and maintain the content.
- Technical capabilities of the site (if applicable).

All content developed or added by departments other than the Office of Marketing and Communications must also adhere to the above guidelines.

Department heads/chairs, or their designees, are responsible for approving all new content for their sections of the site. Additionally, all content is subject to review by the Office of Marketing and Communications for adherence to editorial, graphic and marketing standards.

### **3. Requesting Assistance**

Questions related to pcom.edu should be directed to the web team at [webteam@pcom.edu](mailto:webteam@pcom.edu). The web team is available to assist with content updates (including program pages, faculty pages and event listings), online forms, page creation, new sections and technical issues including broken links or missing content.

When submitting a request, please include a detailed description of the issue or problem, including the URL of any applicable pages, as well as any error message or other information which will help the web team reach a solution.

Requests related to Nucleus and Blackboard should be directed to ITS by emailing [HelpDesk@PCOM.edu](mailto:HelpDesk@PCOM.edu).

#### **4. Important Notice**

All requests for web team assistance must be in writing and should be sent to [webteam@pcom.edu](mailto:webteam@pcom.edu) or submitted through the [web team's online contact form](#). The web team strives to quickly handle all requests, but please keep in mind web content development can be time-consuming. More complicated requests may take weeks or months to complete. Additionally, some requests may require departmental approval before they can be undertaken. Please allow adequate time for the web team to process your request when establishing project timelines.