



UMEÅ UNIVERSITY

# REGULATION FOR UMEÅ UNIVERSITY WEBSITES

Type of document:	Regulation
Date:	29 June 2021
Reg. no:	FS 1.1-1485-21
Approved by:	Vice-Chancellor
Validity:	1 July 2021 until further notice
Field:	Decision structure, delegation and organisation
Office in charge:	Communications Office
Replaces document:	



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# 1. Description

Regulation for Umeå University Websites describes what requirements Umeå University's public websites must fulfil. A public website is a website that is searchable online.

This regulation is aimed at people who are responsible for a website or a web system under the public agency's responsibility, for instance, heads of departments, heads of offices or equivalent managers at Umeå University, as well as page editors. The document clarifies what regulations apply for websites and public web systems at Umeå University.

# 2. Background

This document has connections to the following steering documents: Vision for Umeå University (reg. no: FS 1.1-96-19), the Vice-Chancellor's Decision-making and Delegation Procedure for Umeå University (reg. no: FS 1.1-1142-19), Visual Identity for Umeå University (reg. no: FS 1.1-1938-16) and Language Policy for Umeå University (reg. no: FS 1.1-2467-18). The document also has connections to the Law on Accessibility to Digital Public Service, the General Data Protection Regulation, the Language Act, the Archives Act, the Legal Deposit Act for Electronic Materials, and the Provisions on Information Security for Public Agencies.

This regulation incorporates student, collaboration, international, accessibility and work environment perspectives. The sustainability perspective has not been considered due to the content and nature of the document. This regulation is not expected to have any gender equality consequences at Umeå University.

# 3. Definitions

## Website

The Agency for Digital Government, DIGG, defines a website as 'one or several webpages kept together in some form, for instance by sharing the same domain name, a shared visual appearance or a systematic way of navigating between the pages'.

A website is thus the cohesive content a website visitor can get access to, and is not the same thing as the system used to publish the content. A website can be composed of a few pages, for instance a project web, or be a part of a vast collection of websites, such as umu.se or the Aurora website for staff.

## Umeå University's websites

Umeå University's websites are all websites under the umu.se domain, websites with Umeå University as sender, and websites presenting Umeå University's activities and operations. These websites are covered by the university's regulations on visual identity for the main trademark and the sub trademarks.

The web content manager is responsible for a website, see section 4 below.



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### E-service

An e-service is a functionality on a web page through which a user can complete a task by transferring information to the web system. E-services are often accessible at all times of the day and is a form of self-service solution. An example of an e-service is the Activation Guide through which students can activate their Umu-id, or the booking services in which you can book rooms or group study rooms.

The web content manager is responsible for e-services, see section 4 below.

### Web system

A web system is a publishing system and/or other technology that enables presentation of a website, content and e-services. A web system must have a web system owner and a steering and management organisation according to the administration model adopted by the university.

The web system owner is responsible for a web system, see section 4 below.

### The university's institution-wide web systems and websites

Umeå University has an institution-wide web system presenting three joint websites

- umu.se and umu.se/en as the university's official, public website
- umu.se/student and umu.se/en/student containing information for students
- aurora.umu.se and aurora.umu.se/en as the website for staff.

The institution-wide web system is funded by institution-wide means. All parts of Umeå University have the opportunity to use the institution-wide web system for umu.se to manage their web communications. The communications director is the web system owner of umu.se, including the student web and the web support accessible to staff within the umu.se domain. The IT Office is responsible for the technical side of the web and make decisions regarding the management of the domain. The Communications Office is responsible for making sure a trademark and visual identity is available and usable for websites and decides on the naming of web addresses within the domain.

If a part of the organisation at Umeå University chooses to not use the joint web system, that part of the organisation needs to appoint their own web system owner of the chosen system. This web system owner is responsible for fulfilling the requirements stated in this regulation as well as financing it.



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# 4. Regulations and roles for Umeå University's websites

## 4.1 The university's web communications

The university's websites and e-services must reflect the intentions of the university's vision. This is to say:

- Responsibility for the future,
- Collaborative development of knowledge,
- Competitive edge and pride.

The websites are the centre point of the university's external and internal communications, and also fill an important role in the communication with admitted students.

### Our websites must help the organisation in communicating effectively

The university's websites must support the organisation, staff and managers to communicate effectively with their target groups through the web. Content, presentation and e-services on the website for university staff is an important part of the work environment for staff. Content, presentation and e-services on the student web is an important part of supporting students' ability to complete their studies.

Through content and e-services that provide value to visitors of the website, and that is ranked highly by online search engines, websites become an effective interface between Umeå University and the general public, and websites support the organisation in its work to conduct education, research and collaboration to the highest standard.

### All content must be of high quality

The content of websites must be of high quality. This means that it

- is designed for the best possible user experience
- is simple and comprehensible
- has a clear sender and a clear intended recipient
- provides the details necessary so the visitor of the page can assess for themselves if the content is up-to-date and who is responsible for it, for instance by displaying the date of last update and contact details to the page editor.

Umeå University's activities span across various fields and the web communications will hence differ in content, objectives and purpose depending on the user and visitor. This sets requirements on coordination and compliance to joint guidelines to achieve a uniform result and strengthen the image of Umeå University as a university with both breadth and expertise.

The primary language of the university's websites is Swedish. Content that is relevant to users who do not speak Swedish is to be translated into English.



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### 4.2 Roles and responsibilities

#### 4.2.1 Web content manager

The web content manager is the person who has managerial responsibilities for the part of the organisation, the e-service or content communicated and published on the website.

The web content manager is responsible for ensuring that the content of the web communications published on the website

- fulfils the needs of the users, visitors and the organisation
- is relevant and up-to-date
- is classified correctly
- is disposed of and archived according to the Archives Act
- fulfils the e-legal deposit requirements
- complies with the Language Act
- in the form of live broadcasts or broadcasts at a set time have an appointed publisher according to the Radio and Television Act.

Web communications must be published in Swedish and, when necessary, also in English.

The responsibility for planning and enabling communications of the own organisation's activities lies with the head of department or equivalent manager. This head of department or equivalent manager must ensure that there are resources and opportunities to complete the work necessary to fulfil the requirements set on the role.

#### 4.2.2 Page editor

The page editor is the role responsible for the presentation, design and publishing of web pages and e-services. The page editor cooperates with and coordinates with any potential providers of information that may be necessary to produce the content and is the contact regarding the content of the page. The role as page editor requires knowledge of web publication and web communications.

The page editor is responsible for ensuring that

- content and facts on the page are correct based on the organisation and external and internal visitors
- content and e-services are published according to the stipulated web structure
- the information is search engine optimised
- content published abides by current laws and regulations, such as the General Data Protection Regulation, the Law on Accessibility to Digital Public Service, the Copyright Act, and others
- content is checked and revised, for instance to avoid broken links or incorrect facts
- content that is no longer relevant is deleted and archived.

The responsibility for planning and enabling communications of the own organisation's activities lies with the head of department or equivalent manager. This head of department or equivalent manager must ensure that there are resources and opportunities to complete the work necessary to fulfil the requirements set on the role. The role as page editor is appointed by the head of department or equivalent manager. Web system owners are responsible for ensuring that page editors receive training, support and access to the web system.



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### 4.2.3 Web system owner

The web system owner is responsible for a web system. The web system owner is appointed according to applicable delegation of authority. The web system owner is responsible for both the system and the overall design of websites, webpages and e-services generated through the web system.

The web system owner is responsible for ensuring that the web system

- can be used to fulfil the needs of the organisation in the form of web communications and presentation of e-services
- has functionality and routines for continuous follow up of content quality assurance
- processes personal data correctly, and that, if necessary, a personal data processing agreement is established also for other functionality that the system uses, for instance for search functionality or statistics
- has functionality to ensure that the content can be data classified correctly
- has functionality for disposal and archiving of content according to the Archives Act
- has functionality so that published content on the website fulfils the e-legal deposit requirements.

The web system owner is responsible for ensuring that the web system enables the websites and webpages generated through the web system

- to be designed following European standard (EN 301,549 V2.1.2), so the requirements for accessibility to digital public service are fulfilled
- to contain an accessibility statement and a systematic way of receiving questions concerning the accessibility of content
- to have established and follow a plan for web structure and strategy, as well as impact goals and routines for follow up.

The web system owner is responsible for establishing and following up

- a publishing organisation with authorisation, roles and division of responsibility for the quality of content and information security
- to have routines and provide support to the organisation and page editors to ensure that laws and regulations according to this document can be adhered to.

Instructions and checklists for what a web system owner needs to do to fulfil the legal requirements mentioned above is available on the website for staff.