

Digital Communications Governance

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Scope

This policy applies to all faculty and staff creating or updating official pages, websites, social presences, and other digital displays. This includes but is not limited to all websites on the UNOmaha.edu domain as well as:

- Other University of Nebraska Omaha (UNO) websites
- Mobile Apps
- Mass Email and Texting
- Social Media
- Video and Television
- Digital displays on campus or those owned by the university
- Digital Marketing Analytics

Policy Statement

All official pages, websites, social presences, and other digital displays representing the university must conform to the approved brand, design, logo standards, and digital communications governance processes to ensure consistency.

It is expected that all official UNO academic program information be on UNOmaha.edu and in the content management system. Other content that should be housed on UNOmaha.edu includes but is not limited to:

- Any content from an official UNO department
- News from the institution and colleges
- Public event information on campus or sponsored by UNO
- Staff directory and contact information
- Job postings
- Relevant campus information and policies for students, staff and or faculty

Reason for Policy

The University of Nebraska Omaha’s digital presence is the public face of the university. To best showcase UNO as a coordinated, forward-thinking force to be reckoned with, our digital presence must be consistent and easy to use. This consistency must extend throughout all subdomains and subsites of UNOmaha.edu as well as other official channels.

Procedures

Guidelines and full policy pieces are located at ucomm.unomaha.edu/digital

Forms

ucomm.unomaha.edu/start

Related Information

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History

The Website Governance Policy established as part of the UNO Website Conversion process in 2012. In 2015, it was expanded to Digital Communications Governance Policy, and submitted to the UNO policy library in October 2017.

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