

# BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

---

**SUBJECT:** *Web Content Management*

**EFFECTIVE DATE:** June 30, 2021

**BOARD POLICY REFERENCE:** CRA

---

## **PURPOSE**

The Blinn College District website and associated web projects serve as the public face for the College District and a key communications tool to inform faculty, staff, students, and the community of the activities taking place across the College District. These guidelines are designed to help ensure that the College District has clear processes to maintain the accuracy and timeliness of its web content.

The website, [www.blinn.edu](http://www.blinn.edu), and all other official Blinn College District websites and sub-sites remain the sole property of the Blinn College District. Unless otherwise authorized, all Blinn College District websites and web pages are managed by the Marketing and Communications Department.

## **HOW TO REQUEST EDITS TO BLINN WEB PAGES**

Requests to edit webpage content should be submitted by a representative of the department associated with the page and content in question. Web requests should be submitted via the [Web Request Form](#) on the Marketing and Communications Department [myBLINN page](#).

To ensure content accuracy, requests to change another College department's content, or content shared with another department, will be shared with that department prior to publication. Completed requests will be sent to the requester and the appropriate supervisor responsible for the web content.

## **WEB CONTENT AND DESIGN STANDARDS**

All Blinn College District websites and web pages must adhere to the standards described in this policy:

- Display clear affiliation with the Blinn College District on the top-level pages of each website via a Blinn College District logo in compliance with the College District's brand standards.
- Display a clearly labeled link on each webpage to the Blinn College District main webpage, [www.blinn.edu](http://www.blinn.edu).
- All official Blinn College District websites and web pages must adhere to the College District's Style Guide and present information using the highest editorial standards (spelling, punctuation, grammar, style, etc.).
- All "Blinn.edu" webpages will be created using existing and available web page components. Custom development work will only be considered in pre-approved instances where significant need is demonstrated and budget is available.

- All content should portray the Blinn College District and its events, programs, faculty, staff, and students in a positive manner.
- Do not recreate content that already exists elsewhere on any of the College District's existing webpages.

#### **VISUAL CONTENT AND MULTIMEDIA**

- The official Blinn College District brand system is the only visual identity system that may be used on an official Blinn College District website or digital property. No alterations of the existing College District logos or branding elements may occur.
- Photography that meets a high professional standard plays a crucial role in creating a positive image of the Blinn College District. All photos must align with the College District's visual standards and be sourced through Marketing and Communications.
- Videos will be displayed on the website through an external link or embed code. Marketing and Communications will not upload video files directly to the content management system due to file size limitations.
- All photos and videos posted on official Blinn College District websites must be ADA compliant and contain captioning or alt-text. This does not apply to videos posted on YouTube not created by the College District and over which the College District has no control. The use of these videos should be limited.