



Lingnan University

Website Development Policy

Revision History

Version	Prepared By	Approved By	Date	Revision
1.0	Jeff McDonell, ITSC		Aug 2008	Initial version
1.1	ITSC		Dec 2019	

Website Development Policy

1. Objective and Scope

Lingnan University Websites refer to websites created by Faculties, Departments, Administrative Units, Research Centres and other academic staff, and are stored on a Lingnan University Web server, Departmental server or any other University-owned server.

This policy is to establish management direction for Faculties, Departments, Administrative Units and Research Centres when developing the departmental website.

2. General Principles

- 2.1 Faculties, Departments, Administrative Units and Research Centres should support the University's branding and maintain a consistent 'look and feel' across all University websites, so that users will experience a degree of familiarity from one web page to another (namely, Header/Footer, University Logo, navigation, structure, etc). These websites should also have a consistent and unique "look and feel". University header/footer should be adopted for the website construction.
- 2.2 Information Technology Services Centre (ITSC) of Lingnan University supports all academic and administrative departments to publish their websites. In providing this service, departments are requested to nominate a webmaster to be responsible for the content of the website to ensure the website so developed will comply with all the University policies that are still effective, where applicable, under Policies and Guidelines (<https://www.ln.edu.hk/itsc/policies-and-guidelines>), in particular, the Web Publishing Guideline in Annex 1.
- 2.3 Each Faculty, Department, Administrative Unit and Research Centre must designate a person as webmaster to work closely with ITSC and take responsibility in developing departmental websites.
- 2.4 Departmental websites shall be maintained by their respective webmasters. Approval for content and site reviewing is the responsibility of Deans, Directors and Department Heads.

- 2.5 Website must be reviewed on a regular basis. At no time should a website be out of date for more than 3 months. Information must be maintained in a timely and up-to-date manner. The language used must be verified to ensure there is no spelling and grammatical mistakes. When reviewing websites, it is the duty of the webmaster to ensure that no website takes more than 12 seconds to download.
- 2.6 The University web server must never be used for sending, displaying or publicising materials or hypertext links to materials which are offensive or illegal or which may cause injury to another person. Materials containing pornographic or indecent materials or external hyperlinks to these content are prohibited on all Lingnan University websites. The department is entirely responsible for all the displayed content on its website and must ensure that it complies with Lingnan University published policies and guidelines.
- 2.7 The WWW server at Lingnan University is only available to staff who have Lingnan accounts with prior permission from their Department Heads. The WWW facilities should only be used for educational use only. These WWW resources are limited and are shared by each and every member of the University, so all users should refrain from acts that waste resources and other IT bandwidth. Editorial changes to website content should only be made with the permission of the “owner” of the website. Since this service is a part of building the university’s image both locally and internationally, the aforementioned users are required to comply with Lingnan University regulations for publishing websites on the Internet.

3. Security Measures

- 3.1 All Lingnan University websites should implement vigorous security measures to protect the data and information stored on the web server. Protection of Cyberattack and data lost prevention should be taken into consideration in the design of the web page.

4. Ways for Developing Departmental Websites

There are currently three ways of developing departmental websites:

4.1 Lingnan University Content Management System (CMS)

- It is free to be used by all Departments; ITSC will assist in the set up and providing appropriate training.
- University branding's look and feel will be adopted.
- All CMS maintenance and upgrades will be managed by OCPA/ITSC.
- The respective department will be responsible for all the website content.

4.2 ITSC Dreamweaver Template

- ITSC will provide a number of pre-set templates for departments to choose from.
- Department has the flexibility to customise the banner image specific to your Department and/or fine tune the colour scheme.
- Template upgrades will be maintained by ITSC.
- The respective department will be responsible for all the website content.

4.3 Outsourcing or developing the website by the Department (home-grown)

- Departments can choose to develop their own websites either by their own staff, student helpers or external vendors. These are home-grown websites.
- The department should be responsible for all the resources and funding for initial set up and on-going (annual) maintenance.
- For home-grown websites, the department should set aside a lump sum of funding for carrying out regular patch upgrades in compliance with the quarterly server vulnerability scanning exercise stated in the IS Security policy (<https://www.ln.edu.hk/secure/f/upload/39069/InformationSecurityPolicy.pdf>), especially for those websites developed using Open Source Content Management System such as WordPress, Joomla and Drupal, etc. The department should also be responsible for allocating sufficient manpower resources for doing such patch upgrades.
- For outsourcing, the department must inform ITSC before sending out the tender, where ITSC may provide professional advice on key concerns to the department and include the Web Publishing Guideline as part of the Tender document.
- Department must reserve ample time for ITSC to conduct the vulnerability and web accessibility scanning before launching the website. Details could be found in the University Web Publishing Guideline under the Policies and Guidelines (<https://www.ln.edu.hk/itsc/policies-and-guidelines>) and in Annex I in this policy.

5. Web Accounts

All Lingnan University web accounts are maintained by ITSC. Faculties, Departments, Administrative Units and Research Centres can apply for web accounts via Service Requests in ITSC Helpdesk (<http://www.ln.edu.hk/itsc/desktop/helpdesk>). The staff member must seek approval from his / her Department Head before applying. They must adhere to all web policies, guidelines and web authoring guidelines as stated on the ITSC website.

Upon successful application, the staff member will be granted a username and password which are not transferable. If he / she forgets the password, he / she can apply for password reset via service request in ITSC Helpdesk. In any case, if a staff member suspects that a password has been compromised, then he / she should immediately change his / her password or contact ITSC. The department will be held responsible for any defamation caused to the University should a password be compromised.

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