



Digital Communications Standards Policy # 175.150

INITIAL EFFECTIVE DATE:	LAST REVISION DATE:	RESPONSIBLE UNIVERSITY DIVISION/DEPARTMENT
September 23, 2015	September 9, 2025	Division of Marketing and Strategic Communications

POLICY STATEMENT

The Florida International University (FIU) Digital Communications Standards Policy outlines the requirements and guidelines for creating and maintaining university websites and apps. The goal is to ensure all content is accurate, accessible, and aligned with the university’s mission and responsibilities.

This policy applies to all web content, content managers, sites, and apps managed, used, or commissioned by FIU, including those created by or for university units, affiliates, and third-party vendors. It covers accessibility, accuracy, quality, branding, advertising, and compliance with both university and legal standards.

University units may design and publish their own digital content that is consistent with the objectives of their respective unit. However, the defined responsibilities associated with this policy must be followed. Third-party vendors must be vetted by the Division of Marketing and Strategic Communications prior to the start of a new project.

This policy does not apply directly to student organization websites, personal websites (student, faculty, or staff), or course-specific websites, pages and intranets. However, the below standards provide a framework for any successful website. Additionally, please be advised that other policies such as the [Digital Accessibility Policy](#) and the [branding guidelines](#) may apply.

Summary of Standards

- **All public-facing university websites and apps must be approved prior to launch by the Division of Marketing and Strategic Communications by [submitting a request to the department](#).**
- **All university websites and apps must comply with state and federal laws as well as the policies, rules, and regulations of the State of Florida Board of Governors and FIU.**
- **All university websites and apps must have an assigned and registered web content manager responsible for maintaining and updating their respective website**

or app. The name and contact information of the web content manager must be communicated to the Division of Marketing and Strategic Communications.

- All content published on university websites and apps must be accurate, up to date, and free of broken links, misspellings, and other quality issues.
- All content published on university websites and apps must be accessible to the standards outlined by the university, the State of Florida Board of Governors, and state and federal law.
- All new FIU.edu subdomains must be approved by the Division of Marketing and Strategic Communications following its established guidelines.
- University websites and apps must follow FIU branding guidelines established by the Division of Marketing and Strategic Communications.
- All university websites and apps must provide up to date contact information to users and visitors, or a clear method to contact the relevant responsible unit such as a webform.
- Advertisements for and links to commercial websites from FIU websites and apps are generally prohibited and must be approved prior to launch in every instance.

Governance

All public-facing university websites and apps must be approved prior to launch by the Division of Marketing and Strategic Communications.

This requirement applies to new websites or apps or any major redesign of an existing website or app.

The process outlined provides the opportunity to maintain a consistent message, register web content managers, and enroll new websites in the university's accessibility and quality review services.

The details of this policy, accompanying procedures, and other applicable policies will be used as the criteria for approval and compliance.

The rules and standards within this policy are to be upheld by assigned web content managers and unit leadership.

It is the right and responsibility of the university administration and the Division of Marketing and Strategic Communications to deactivate or otherwise limit a website or application if the site or its web content manager is not in compliance with any relevant university policy, procedure, law, rule, or regulation.

Third-party Vendors

Third-party vendors are generally prohibited for purposes of website or application development. Any use of third-party vendors dealing with, or related to, digital communications must be specifically approved in writing by the Division of Marketing and Strategic Communications prior to the start of a web or app project. Please be advised that third-party vendors may require additional approvals in regard to technology and procurement.

Legal and Regulatory Compliance

All university websites and apps must comply with state and federal laws as well as the policies, rules, and regulations of the State of Florida Board of Governors and FIU.

Individual units are responsible for ensuring all content, including text, images, videos, and other assets, is properly licensed and used in accordance with relevant laws, rules, or regulations.

Guidance regarding legal requirements may be obtained through the Office of the General Counsel.

Web Content Managers

All university websites and apps must have an up to date assigned and registered web content manager responsible for maintaining and updating their respective site. If a web content manager leaves their role, the unit is responsible for promptly registering a new web content manager. Failure to do so may result in deactivation of a website or app.

Content Accuracy

All content published on university websites and apps must be accurate, up to date, and free of broken links, misspellings, and other quality issues.

To ensure content is always up to date, it is recommended that content be reviewed at least once per semester.

Websites and apps with out-of-date, inaccurate, or low-quality content will be required to remove or update the flagged content.

The university provides tools to conduct timely reviews and report potential quality issues. Guidance on the use of these tools may be obtained through the Division of Marketing and Strategic Communications.

Accessibility

All content published on university websites and apps must be accessible to the standards outlined by the university, the State of Florida Board of Governors, and state and federal law. Specifics can be found in the [FIU Digital Accessibility Policy](#).

It is the responsibility of a website's assigned web content manager to review, report, and mitigate issues related to inaccessible content.

The university provides tools to review and report potential accessibility issues. Guidance on the use of these tools and accessibility best practices may be obtained through the Office of Digital Communications.

Failure to uphold accessibility standards is grounds for immediate deactivation of a website.

Website URL

All new FIU.edu subdomains must be approved by the Division of Marketing and Strategic Communications.

University websites should be hosted on the FIU.edu domain. As a means to better control the number of websites, systems, and means of administration, the university recommends limiting the number of FIU.edu subdomains (i.e. subdomain.fiu.edu) when possible.

FIU.edu and its subdomains are the property of the university and not any individual unit.

Furthermore, the university administration and the Division of Marketing and Strategic Communications reserve the right to requisition the use of any FIU.edu subdomain.

Branding

University websites and apps must follow [FIU branding guidelines](#) established by the Division of Marketing and Strategic Communications.

The university provides branded web templates and hosting on a centralized content management system through the Division of Marketing and Strategic Communications.

Use of a system or set of templates, including from third-party vendors, different from the official university templates must be approved by the Division of Marketing and Strategic Communications.

Contact Information

All university websites and apps must provide up to date contact information to users, or a clear method to contact the relevant responsible unit such as a webform.

When appropriate, contact information should include the unit's name, a phone number, an active university email address, and physical address.

It is the responsibility of the website's assigned web content manager or a designated person within an individual unit to ensure requests for information and website or app feedback are answered in a timely manner.

Advertising & Revenue Generation

Advertisements for, and links to, commercial websites from FIU websites and apps are generally prohibited.

Due to legal and regulatory issues related to the sale of advertising involving university digital assets, advertisements for and links to commercial websites from an FIU website or app are generally prohibited. Any link, advertising, or other related commercial activity dealing with, or related to commerce, must be specifically approved in writing by the Division of Marketing and Strategic Communications prior to the start of a web or app project.

In addition, the creation of any new revenue-generating digital channel must first be approved by the provost and the chief financial officer. Such approval should be obtained prior to, and included with, any request submitted to the Division of Marketing and Strategic Communications

SCOPE

This policy applies to all students, faculty, and staff managing a university website.

REASON FOR POLICY

To protect the university’s reputation and best serve our students and community, it is necessary to ensure all website and app content is accurate, accessible, and aligned with the university’s mission and responsibilities.

DEFINITIONS

TERM	DEFINITIONS
FIU Website or App	Any public-facing website or app managed, hosted, or commissioned by FIU, including those created by university units, affiliates, and third-party vendors.
Web Content Manager	Registered single point of contact for a unit website or app who can make content changes or otherwise has control over a website or app.
Content	Any text, photo, video or other asset found on a website or app.

ROLES AND RESPONSIBILITIES

Division of Marketing and Strategic Communications and Office of Digital Communications

- Grants final approval for website and app launches
- Grants final approval for website URLs
- Grants final approval for advertising on university websites and apps
- Provides guidance on branding
- Provides guidance on tools to conduct timely reviews and report potential quality and accessibility issues
- Provides tools to build, host, and maintain branded university websites and apps

Units and Designated Web Content Managers

- Ensure unit website or app has an active, registered web content manager
- Maintain high-quality, accurate, and up-to-date content
- Review, report, and mitigate issues related to inaccessible content
- Route or respond to website or app inquiries and feedback in a timely manner

Office of the General Counsel

- Provide guidance regarding legal and policy requirements and compliance

Office of the Provost and Office of the Controller

- Provide approval on the creation of any new revenue-generating digital channel

RELATED RESOURCES

[Division of Marketing and Strategic Communications Project Requests](#)

[FIU Branding Guidelines](#)

[Core Resource Hub](#)

[Information Technology Security Policy](#)

[Payment Card Processing Policy](#)

[Accessibility @ FIU](#)

[Digital Accessibility Policy](#)

CONTACTS

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HISTORY

Initial Effective Date: September 23, 2015

Review Dates (*review performed, no updates*): N/A

Revision Dates (*updates made to document*): February 1, 2024; September 9, 2025.