



*University faculty, staff, students, visitors and contractors*

SUBJECT (R*)	EFFECTIVE DATE (R*)	POLICY NUMBER (O*)
DIGITAL COMMUNICATIONS STANDARDS POLICY	September 23, 2015	175.150

**POLICY STATEMENT (R\*)**

Florida International University’s Digital communications Standards have been established to provide the foundation for consistent and meaningful FIU brand experiences across all digital platforms including websites, mobile and tablet applications, and on emerging digital channels such as gaming and interactive television applications. All digital solutions created by University departments, centers, institutes, programs and administrative offices are, by definition, "official" in that they should have the approval of the University President or the appropriate Vice President, Dean, Director or department Chair before posting to a distribution channel.

Academic and administrative offices may write and design their own digital content that is consistent with the mission of their respective unit. However, the defined responsibilities associated with this policy must be adhered to for complying with University standards and/or policies with respect to the University’s digital presence.

All FIU digital solutions created by University departments, programs and administrative offices must ensure their content and FIU branding are accurate and up-to-date. Solutions that contain out-of-date or incorrect content or FIU branding will be required to remove the outdated content and/or have necessary corrections made by the Office of Digital Communications or by the appropriate vice president or his/her designee.

If a digital solution has not been updated and/ or is determined to contain inaccurate, editorially erroneous or irrelevant content, and/or incorrect FIU branding experience, the Office of Digital Communications will enact a process that will involve notification to the site administrator, requesting removal and/or update of outdated solution. If updating does not take place within a reasonable period of time, as determined by the Office of Digital Communications, the Office of Digital Communication will take the appropriate steps to have the content removed or to deactivate the digital solution.

All digital solutions must provide a contact name with an fiu.edu e-mail address. The designated e-mail recipient should check and answer e-mail sent to this address within a reasonable period. The contact e-mail address may be supplemented by a contact name and/or telephone number. In unusual cases where an e-mail address is unavailable, a contact name and telephone number must be substituted for a contact e-mail address.

**Legal and Regulatory Compliance**

It is the policy of FIU that all official University information published on FIU’s Web sites shall be accessible to all users.

All FIU digital solutions under University jurisdiction are required to comply with State and Federal laws governing accessibility (i.e., provided by University servers or by otherwise servers funded by University budgets) must comply with all applicable local, State and Federal laws and with the State of Florida Board of Governors and FIU’s policies, rules, and regulations.

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

Information regarding the Americans With Disabilities Act may be obtained by contacting the Equal Opportunity programs & Diversity Office. Coding requirements may be found in the University’s Guidelines for FIU Digital Standards.

### Branding of Digital Platforms

- Digital solutions must follow the FIU branding guidelines found in the current Digital Standards Guidelines document.
- Digital solutions must display clear identification of FIU on the top-level experience to easily identify the solution as an FIU digital property.
- FIU name, seal, logo, and content and other official images are property of FIU and may not be used without permission of the Office of External Relations.
- The University's complete name -- Florida International University – must be displayed on all solutions.
- A "FIU Home Page" link (<http://www.fiu.edu>) must be located in the solution's contact section.
- All solutions must display contact information to users, including the content owner information and an FIU home page link.
- FIU branding standards such as approved colors, logos, fonts, and usage of those branding assets must be adhered to and can be located in the Digital Standards Guidelines document.
- A full listing of FIU brand standards applicable to digital platforms can be located in the Digital Standards Guidelines document.

### Advertising

The use of FIU digital platforms (especially any “.edu” web sites or mobile applications) to advertise for or to provide a link to a commercial site is generally prohibited. Any such advertising or link must receive advance written approval from Vice President of External Relations. Due to legal and regulatory issues related to the sale of advertising involving University digital assets, advertisements are limited to the following digital platforms:

- Athletics (<https://fiuathletics.com>)
- FIU Alumni Association (<https://fiualumni.com>)

Further, any advertisements utilizing the platforms listed above, must be first be approved by the Director of Intercollegiate Athletics, the Vice President for Advancement, and requires consultation with the Vice President for External Relations prior to posting.

In addition, the creation of any new revenue digital channels must first be approved by the Provost and the Executive Vice President (in academic areas), or the Senior Vice President and Chief Financial Officer (in administrative areas).

### REASON FOR POLICY (O\*)

Florida International University maintains digital platforms essential to the performance of University business.

### RELATED INFORMATION (O\*)

FIU Digital Standards Guidelines

US Section 508/ADA – <https://www.section508.gov/>

Americans With Disabilities Act - <http://www.ada.gov/>

Approved FIU Branding Guidelines - <http://logos.fiu.edu>

University's Digital Millennium Copyright Policy - <http://compliance.fiu.edu/dmca.htm>

and <http://library.fiu.edu/Aboutus/LibraryPolicies/Copyright.aspx>

Information Technology Security Policy - <http://policies.fiu.edu/files/96.pdf>

Payment Card Processing Policy - <http://policies.fiu.edu/files/728.pdf>

Division of IT Support Services - <http://utshelp.fiu.edu>

University Data Stewardship Procedure - <http://policies.fiu.edu/files/560.pdf>

### RESPONSIBILITIES (O\*)

The following offices can provide guidance regarding this policy and implementing procedures and guidelines:

Division of External Relations  
Office of Digital Communications  
Telephone (305) 348-0094

### HISTORY (R\*)

This policy replaces the FIU Web Standards policy.

#### RESPONSIBLE UNIVERSITY DIVISION/DEPARTMENT (R\*)

Division of External Relations  
Florida International University

#### RESPONSIBLE ADMINISTRATIVE OVERSIGHT (R\*)

Office of Digital Communications  
11200 S.W. 8 Street, PC 421  
Miami, Florida 33199  
Telephone (305) 348-0094

The University Policies and Procedures Library is updated regularly. In order to verify the accuracy of a printed copy of this document, please access it online at <http://policies.fiu.edu/>.

For any questions or comments, the "Document Details" view for this policy online provides complete contact information.

### FORMS/ONLINE PROCESSES (O\*)

FIU Digital Standards Guidelines

Links to the above referenced Form(s) available in the "Document Details" Section of the online version of this policy document.

**\*R = Required \*O = Optional**