



Web Content

Policy CR007

Volume 3, Communications and External Relations

Responsible Administrator: Vice President for Communications and External Relations

Responsible Office: Communications and External Relations

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Policy Statement

The internet is an important medium for Fashion Institute of Technology (“FIT”) internal and external communication. FIT websites serve the educational, cultural, and social programs of the college and are a primary means for presenting the college to the public.

This policy applies to publication of information on the internet and specifically to college-owned websites. FIT’s Division of Communications and External Relations (“CER”) is responsible for oversight of FIT’s web properties.

Reason for the Policy

The purpose of this policy is to ensure accuracy, consistency, compliance, integrity, and protection of the identity and image of the college by providing a set of standards that all FIT website creators, editors, and contributors must follow.

This policy sets standards for acceptable use of FIT websites. It clarifies responsibilities; encourages accurate, useful, and appropriate presentations of information; and assists FIT in our efforts to comply with state and federal laws. Adherence to the policy ensures proper use of the college’s brand identity; upholds quality, performance, and security; and manages risk.

Who is Responsible for this Policy

- Vice President for Communications and External Relations

Who is Affected by this Policy

- All FIT Employees, students, and alumni who are authorized to create and/or maintain FIT Websites and web content
- FIT-affiliated entities creating and/or maintain websites and web content about FIT

Definitions

This policy governs five categories or “tiers” of websites:

- **FIT Website:** [FIT’s official homepage](#) and related domains. FIT Websites include Tiers 1 and 2. Tier 1 and 2 sites communicate official information relating to FIT and can include pages published by or about FIT schools, divisions, departments, centers, programs, offices, and committees. Tier 1 and Tier 2 sites are reviewed and/or managed by CER.
 - **Tier 1 Site:** This tier includes the [FIT homepage](#) as well as navigational pages connected to the FIT homepage including, but not limited to, department, office, major, and program pages.
 - **Tier 2 Sites:** This tier includes sites created by Communications and External Relations for specific promotional or specialized purposes (for examples, the [Future of Fashion Runway Show](#) site).

- **FIT Associated Sites:** Online applications, mobile applications, and content contained therein that is owned, controlled, or operated by FIT. FIT Associated sites are classified as Tier 3 and Tier 4 sites.
 - **Tier 3 Sites:** This tier is comprised of WordPress blogs hosted by FIT on the fitnyc.edu domain.
 - **Tier 4 Sites:** This tier includes other types of sites that are owned, controlled and/or operated by FIT including, but not limited to
 - sites created using grants awarded to individuals or FIT;
 - sites created by students, staff, or faculty members for projects on behalf of FIT (such as those for exhibitions or events);
 - sites on the fitnyc.edu domain that are built using the Google Site Builder;
 - student publication sites hosted on the fitnyc.edu domain; and
 - legacy sites hosted on the sites.fitnyc.edu server.

- **Tier 5 Non-FIT Sites:** Websites created by faculty members for the purpose of sharing academic content with students. Tier 5 Non-FIT Sites may include, but are not limited to, content such as syllabi, tutorials, videos, and handouts.

Principles

These rules apply to the use of all FIT websites, FIT-Associated Sites and Tier 5 Non-FIT Sites, and are intended to provide context and structure to support web development and governance of such websites. FIT encourages college departments, college-sponsored organizations, and members of the college community to use FIT websites, FIT-Associated Sites and Tier 5 Non-FIT Sites to further teaching, learning, and all other functions consistent with the mission and goals of the college.

All FIT Websites, FIT Associated Sites, and Tier 5 Non-FIT Sites must

- adhere to established policies of FIT;
- comply with applicable federal, state, and city laws and regulations;
- safeguard confidential or otherwise protected information concerning students, employees, college business, and other sensitive matters;

- meet web accessibility guidelines at a minimum of WCAG 2.0 AA¹; and
- not violate copyright, trademark, or the terms of licensing agreements.

Principles for specific Tiers:

- **Tier 1 Site**
 - Content on the Tier 1 site must be related to the mission, goals, and functions of FIT.
 - Working in consultation with CER and within college policies for the web, vice presidents determine how their respective units or divisions use the Tier 1 site to carry out official responsibilities.
 - FIT is required by law to publish specific web content, including college policies, the academic calendar, and catalogs, on its Tier 1 site. Such information cannot be duplicated elsewhere, but may be linked to from other pages.
 - Tier 1 landing pages must display information about the ownership of the pages, including contact information with email address and/or phone number.
 - The Tier 1 site may not be used for commercial and/or for-profit purposes. The use of the FIT website to promote the not-for-profit activities of the college, i.e., the sale of books and exhibition catalogs by the Museum at FIT, will be determined by the college on a case-by-case basis.
- **Tier 2 Sites**
CER occasionally uses, or approves the use of, publishing tools other than the college’s content management system (such as WordPress) to build websites for specific, official use. Those sites must adhere to the same principles as Tier 1 (see above).
- **Tier 3 Sites**
In addition the requirements stated herein, FIT blogs hosted at blog.fitnyc.edu are also governed by FIT’s Blogging policy
- **Tier 4 Sites**
In addition to the requirements stated herein, Tier 4 Sites must also:
 - have a solid color band (white, gray, or black) across the top of each page that includes the official FIT logo. (The official FIT logo can be requested from CER.) The logo must direct to the [FIT site](#) when clicked.
 - Include the following disclaimer: “The views, opinions, and conclusions expressed in this page are those of the author or organization and not necessarily those of FIT or its officers or trustees. The author or organization is solely responsible for its content.”
 - Include the name, title, and contact information of the organization or manager of the site in either a designate “About” or “Contact” link in the main navigation or in the footer of the website.
- **Tier 5 Non-FIT Sites**
In addition to the requirements stated herein, Tier 5 Non-FIT Sites must include the name, title, and contact information of the organization or manager of the site in either a designated “About” or “Contact” link in the main navigation or in the footer of the website.

¹ As an institution that receives state and federal funding, FIT is required to comply with the World Wide Web Consortium’s Web Content Accessibility Guidelines at a level of AA. WCAG 2.0 is a set of rules that govern the way content is displayed on our sites and makes digital content available to visitors who use assistive technology.

- **Personal Websites**

This policy does not prohibit FIT employees, students, or other members of the FIT community from identifying their relationship with FIT on their personal websites. However, it is a violation of this policy to state or imply that any personal views expressed in any way represent the views of, or are endorsed by, the college. To avoid doubt, FIT community members who post about the college on their personal websites also may consider including a disclaimer such as, “These are my personal opinions, and do not reflect the views of the Fashion Institute of Technology.”

Responsibilities

- **Communications and External Relations**

- Manages training, access, and workflow inside the college’s content management system and regularly reviews pages on the FIT Website for compliance with FIT established rules and regulations. As the unit is responsible for the centralized communications on behalf of the college, CER also manages content and design of the FIT Website structure.
- Coordinates FIT Website web development and determines placement of pages in the FIT Website structure. Major projects such as page redesigns, significant content changes, and new page launches must be completed in conjunction with, and at the oversight of, CER.
- Periodically reviews content throughout the FIT Website and FIT Associated Sites. If content is determined to be outdated, CER will work with the content owner to establish a plan for updating it and/or making changes accordingly.

- **All Other Web Designers and Developers**

- Create website designs, templates, and themes that adhere to accessibility standards and branding guidelines

- **Content Contributors to All Websites**

- Review information to be published to ensure the following:
 - Correct links/URLs
 - Accuracy of information
 - Correct spelling and grammar
 - Accessibility

Procedures

N/A

Violations

Alleged violations will be handled through the college disciplinary procedures applicable to the offending individual. If there is a potential violation of law or regulation, FIT may refer the matter to appropriate law enforcement agencies as well. If necessary, CER may suspend, block, or restrict further use of such accounts.

Related Policies

- [Computer and Network Use](#)
- [Intellectual Property](#)
- [Employee Code of Ethical Conduct](#)
- [Social Media](#)
- [Blogging](#)
- [Media Relations](#)
- [FERPA](#)

Related Documents

- [WCAG Guidelines](#)

Contacts

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