

GUIDELINES TITLE: **Appropriate Content Guidelines**

GUIDELINES STATEMENT: All content published on public facing websites must be appropriate for a public audience and must be in compliance with the University of Florida and Shands HealthCare copyright and privacy policies, and federal, state, and local laws.

PURPOSE: Of all communication channels for UF&Shands, the public facing web presence has the greatest number of impressions per day and is a primary source of information to students, patients, staff and faculty. These guidelines require web content providers and administrators to be aware of the content on their website and to review that information for accuracy, quality and appropriateness to ensure that UF&Shands is always presenting its best face forward to its audiences.

PROCEDURES:

- I.** Types of information: Content on public facing websites must not contain any of the types of information listed as “inappropriate” in appendices A & B to these guidelines.
- II.** Violations: Websites found to be in violation of these guidelines will be notified and asked to correct the problem. In certain cases UF&Shands Web Services reserves the right to correct the violation immediately upon notification without prior notice. Such actions may include: deactivation of an entire website, removal of an offending page or file, or modification of content on a specific page. In these instances, Web Services will follow the Content Review Procedures listed below for response and documentation.
- III.** Notification of Guidelines to Website Content Administrators: Website Content Administrators will be asked to read and electronically ‘sign off’ on these guidelines every 6 months before they are allowed continued access to the content management system. They will also be informed of these guidelines during content management system training sessions and when they are provisioned new websites.

- IV.** Appeals: For an appeals process related to inappropriate content, see the guidelines on the appeals process.
- V.** External Web Services Content Review Procedures: Members of the External Web Services team regularly review content during the course of standard content optimization efforts. If content is identified as violating the Web Content Guidelines, they will:
- a. Identify the nature of the violation.
 - b. Notify and escalate to appropriate supervisors.
 - c. In certain situations (such as content containing protected health information or protected student information) take down the content immediately.
 - d. Maintain a log of all violations and actions taken to rectify.
 - e. For content which may *potentially* violate the Web Content Guidelines, External Web Services will notify the University of Florida Privacy Office and/or the Shands HealthCare Privacy Office for guidance on whether the content is in violation of existing policies or laws.
- VI.** UF&Shands Communications also has the authority to determine if specific content is inappropriate.

REFERENCES:

Appropriate Content Guidelines Appendix A: For academic/research websites

Inappropriate: This content should not appear on public academic/research websites

- Protected health information (see: HIPAA)
- Protected student information (see: FERPA)
- Personal contact information; such as cell, home or pager numbers or home addresses; not included in this would be personal websites (non-official business)
- Non-University of Florida copyrighted material. Such copyrighted material may not be used on a University of Florida web page without permission of the copyright owner. Web Content Administrators are responsible for ensuring that copyrights are respected with all content and uploaded files.
- Content that violates privacy rights of individuals
- Content that violates University of Florida Acceptable Use of Information Technology Resources Policy.
- Social Security Numbers cannot be used on any websites
- Information that is potentially damaging to the reputation or security of the institution
- Specific Patient Centric content beyond summary information [place holder]

Examples of Appropriate Content Include:

- Academic Calendars & Catalogs
- Class Information that does not violate copyright laws or privacy laws
- Continuing Education Information
- Course schedules and curriculum
- Organization Charts
- Service related activities
- College, Research & Student Org news (as it pertains to the college)

Appropriate Content Guidelines Appendix B: For patient-centric websites

Inappropriate: This content should not appear on public patient-centric websites

- Protected health information (see: HIPAA), lab results, etc.
- Protected student information (see: FERPA)
- Personal contact information (non-official business)
- Non-University of Florida copyrighted material. Such copyrighted material may not be used on a University of Florida web page without permission of the copyright owner. Web Content Administrators are responsible for ensuring that copyrights are respected with all content and uploaded files.
- Content that violates privacy rights of individuals
- Content that violates University of Florida Acceptable Use of Information Technology Resources Policy.
- Physician/Nurse/Student Clinic Schedules (instead, refer to dept contact info)
- Consultation Info

Appropriate:

- Department/Facility Office Hours and Contact Info
- Physician Bio-sketches
- Organizational Charts
- College, Research & Student Org news (as it pertains to the college)
- Ongoing Clinical Trials (with "More Info" link that redirects to dept contact/phone number)
- Patient/Visitor Parking Info
- Interactive Maps