POLICY STATEMENT

Messiah College encourages faculty, staff, and students to communicate to advance the mission of the College in accordance with existing laws, regulations, policies, and contractual obligations. Individuals creating and maintaining web-based digital content (eg. web sites, web pages, blogs, Facebook pages, web-based assets, etc.) are responsible for adherence to the following requirements.

1. Content must
   - comply with all applicable copyright and trademark laws. Any penalties related to resulting infringements will be the responsibility of the individual student or employee
   - comply with all applicable laws which protect individual privacy (eg. HIPAA, FERPA)
   - be consistent with the educational mission and purpose of the College
   - comply with the Messiah College Computing Access Policy
   - comply with the stated behavioral standards of the College
   - be hosted on servers that are compliant with Messiah College standards
   - comply with Section 508 of the Rehabilitation Act of 1973
   - comply with the visual identity of the College.

2. Any website that collects sensitive information covered by regulatory or contractual obligations must be approved by the applicable Vice President and the Vice President for Information Technology.

3. Content is limited to pursuits that further the mission of Messiah College. No other content is supported. Content must not promote commercial (i.e. for-profit) ventures and should not be used to communicate about such ventures. Content must not accept or display paid advertisements without explicit exception from the applicable supervising Vice President and the Vice President for Information Technology. See "Appropriate Use of IT Resources Policy" for more information on appropriate use. Any link providing access to any site beyond messiah.edu will prompt a pop-up message saying the user is leaving messiah.edu.

4. Educators may create personal research and teaching focused sites within the limit of available resources. Students may create sites related to classwork or research related to any registered coursework. Administration and staff may create personal sites/blogs that relate to their career and profession. Messiah should not be indirectly hosting the site of a professional organization or civic group through an employee's personal page or other means.

5. Access to Messiah College web server resources is a privilege, and is provided with the expectation of responsible and acceptable use. Messiah College does not actively monitor or generally restrict the content of materials. However, since use of resources is a privilege and not a public forum, the College reserves the right to restrict or deny usage when such use does not support the mission or ethos of the College.

6. Webpages that advocate hate, hostility, violence, or contain offensive material will be referred to the Vice President for Information Technology for review and potential removal/suspension. Any necessary disciplinary actions will follow existing College governance and amenability. Consistent with the College's nondiscrimination statement, the College does not tolerate abuse or harassment via any medium of employees, students or other individuals associated with the College.

REASON FOR POLICY

This policy governs the use or creation of digital mass communications in the form of web-based digital content in pursuit of official Messiah College business and in association with the Messiah College brand.

The policy sets forth expectations for oversight, requirements, and privileges.

The purpose of the policy is to promote consistency in the public presentation of the College, provide resources to individuals responsible for creating and maintaining digital mass communications and digital content, and to reduce legal and regulatory risk related to privacy and security.

When an employee is hired they may request web storage space. When students are admitted they are allocated web storage space for educational use on an annual basis (annual space is deleted each summer) for as long as they are enrolled. Those pages/blogs created using the College web storage space may be searched by search engines and appear on results of searches for Messiah College. Without proper direction, employees or students may be unwittingly contributing to the public perception of the College. There are appropriate and inappropriate uses of these College resources. This policy clarifies appropriate use.

ADDITIONAL CONTACTS

Subject	Contact	Phone	Fax/Email
Primary Contact	William Strausbaugh	717-796-5365	strausba@messiah.edu
Other Contact(s)	Kris Hardy Ramona Fritschi	717-766-2511 x2375 717-766-2511 x7041	khardy@messiah.edu rfritschi@messiah.edu

DEFINITIONS

College webpages: webpages under the direct control of Messiah College that represent the official voice of the College to all internal and external audiences, including prospective students, current students, alumni, faculty, staff, friends of the College and the general public.

College-affiliated webpages: webpages developed, maintained or hosted by entities other than Messiah College but referenced or used by the College to conduct official business or represent the official voice of the College in accordance with the College's mission. Examples may include but are not limited to www.messiah.edu/bookstore, messiah.instructure.com, messiah.qualtrics.com, etc.

Individual webpages: webpages developed and maintained by Messiah College students, student organizations, faculty and staff for the purpose of communication or other individual uses related to the individual's affiliation with the College and the College's mission

Personal webpages: webpages developed and maintained by individuals for the purpose of personal self-expression, communication or other personal uses. Messiah College does not host, maintain or provide support for personal webpages.

College name space: domain names recognized as associated with Messiah College, e.g., www.messiah.edu, blogs.messiah.edu, gomessiah.com, etc.

Electronic publications: content posted and available online or shared via network resources. Examples include, but are not limited to, text files, HTML and PDF documents, audio and video flash files or other materials and documents available online

Branding: any feature of a webpage that conveys the identity of Messiah College through name, text, symbols, emblems, logos, colors, seal or other audio or visual effects.

RESPONSIBILITIES

1. The Vice President for Information Technology (VP of IT) has responsibility and authority over Messiah College web space. The VP of IT is responsible to carry out this policy, and to make referrals to appropriate administrative offices when necessary. Any exception to this policy must be approved by the VP of IT.

2. Web Services serves as the central office responsible for the College's external website and related web services.

3. Students, faculty, and staff who maintain websites and/or post content on Messiah's website are to be aware of and abide by the policies linked from this document.

RELATED INFORMATION

- Copyright Infringement Policy
- Web Privacy Policy
- Website Content and Copyright Information
- Messiah College Website: Clients and Projects
- Photography, Video & Audio Policies
- Minimum requirements for Messiah College websites
- Statement on Nondiscrimination

HISTORY

Amended:
<May 2, 2018>

Effective:
<May 2, 2018>