



## Laws and Texas Tech University System Policies Affecting Computer Use

In the text, the "Texas Tech University System" will be listed as "Texas Tech."

**Notice:** The information contained on this Web site is **not** a substitute for legal advice and should **not** be construed as such. If you have a question or need advice concerning the law, please consult with an attorney.

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### Web Page Standards

*This OP is currently under review. Information is subject to change.*

#### Purpose

The purpose of this Operating Policy/Procedure (OP) is to define policies and procedures that are applicable to Web page publication by Texas Tech faculty, staff, and students.

#### Policy/Procedure

##### Definitions

1. *Web page* is a document written in HyperText Markup Language (HTML) and placed on a server computer that uses HyperText Transfer Protocol (HTTP) to be transmitted to a Web browser client program that receives the data, interprets it, and displays the results.
2. *Official Web pages* include those pages authored for departments, colleges, schools, and administrative offices of Texas Tech.
3. *Unofficial Web pages* include personal pages, student organization pages, or pages authored by individuals not affiliated with a Texas Tech department, school, or college.

#### General

1. The quality of information published by Texas Tech plays an important role in maintaining a strong reputation and image for Texas Tech. This policy sets a minimum standard to ensure that electronic information is visually appealing, well written, and of the same high standards as other forms of published information.
2. All Texas Tech departmental, college, school, and administrative home pages are considered official published documents of Texas Tech and are subject to the same Texas Tech policies and standards as print publications.

#### Use of Logos on Web Pages

1. The use of Texas Tech seals and logotypes must remain consistent to provide Texas Tech a strong identity across the Internet. Texas Tech logos are legally protected trademarks. Unauthorized use of these Texas Tech trademarks is prohibited.
2. The Texas Tech seals, logotypes, and the DoubleT design may be used in Web documents by departments, colleges, and schools, according to the rules set forth by the Contracting & Risk Management Office.
3. Texas Tech logos should not be redrawn, repropotioned, or modified in any way. No new design element may be added to any official Texas Tech logo.

#### Web Page Authorship

Texas Tech University and the Texas Tech University Health Sciences Center encourage departments to publish documents on the Internet. Schools and departments wishing to

create Web documents may create Web pages that carry out official Texas Tech business in support of its Mission.

## **Standards/Responsibilities**

### 1. Web page authors and publishers:

- are responsible for the content of Web pages they publish, which should adhere to the highest quality standards possible to enhance the Web presence of Texas Tech University/Texas Tech University Health Sciences Center.
- are expected to maintain the highest standards of quality possible that will enhance the image of Texas Tech University/Texas Tech University Health Sciences Center.
- are required to comply with all Texas Tech policies and procedures, as well as state and federal laws concerning appropriate use of computers and computer networks.
- must not use copyrighted images, text, or software without permission or in violation of the copyright laws of the United States.
- must not use Texas Tech resources for commercial gain.
- must not use Web pages to advertise non-Texas Tech-related functions.
- must not include obscene pictures or profanity (as defined by Title 9, Chapter 43, Subchapter B of the Texas Penal Code on Obscenity and those laws applicable through the uniqueness of Web page display over the Internet).
- must not include links to items of an obscene/profane nature.
- must not use Web pages to intimidate or single out individuals or groups for degradation or harassment in violation of federal or state law.
- must not use Web pages to transmit images, sounds, or messages that could create an atmosphere of discomfort or harassment for others.
- must not use Texas Tech resources for non-Texas Tech-related functions.
- must not use Texas Tech resources illegally or use Web pages to engage in any illegal activity (e.g., for personal gain; to produce, sell, transport illegal substances/objects according to local, state, or federal law).

### 2. Web page content should be in the best interest of Texas Tech and should not conflict with the Mission or Vision of Texas Tech University and the Texas Tech University Health Sciences Center.

#### a. Official Web Pages

- i. Official Web pages represent the image of Texas Tech. Contents of all electronic pages must be consistent with Texas Tech policies and local, state, and federal laws.
- ii. Texas Tech Web page publishers must take into account appropriate copyright laws and must have permission to publish any information, graphics, or photographs on their pages if the publisher is not the author or creator.
- iii. Publishers must use an appropriate tone when presenting information and other features on the Web. Although Texas Tech encourages Web document publishing, official pages represent Texas Tech, and, as such, Web page content should be in the best interest of Texas Tech.
- iv. Web publishers should strive for a balance that reflects the purpose of the Web page, the personality of the organization, and the

Mission of Texas Tech University and Texas Tech Health Sciences Center.

- v. Official Web pages should not contain links to pages devoted to individual hobbies or interests.

b. Unofficial Web Pages

- i. While allowing for unofficial expressions of creativity and individuality, Texas Tech must protect itself from Web pages that violate local, state, and federal laws. Therefore, academic units, student organizations, and individuals wishing to establish a link to an unofficial page from a Texas Tech Web page or site must include a disclaimer similar to the following statement:

*The views and opinions expressed on this page are strictly those of the page author. The contents of this page have not been reviewed, endorsed, or approved by Texas Tech.*

- ii. Links to personal information, such as pages devoted to individual hobbies or interests should comply with the standards already set forth under the *Standards/Responsibilities* of this policy.

## Required Elements

Web page publishers should be aware of the following elements:

1. All information published by a department, school, college, or administrative office must be approved by the head of that unit or the designated staff member of that unit.
2. Official Texas Tech Web pages must include a Texas Tech logotype or identifier.
3. Unofficial Texas Tech Web pages, such as personal pages devoted to an individual's interests or hobbies, must be identified as "unofficial."
4. Web pages must identify a person who is responsible for the content of the material the academic unit publishes on the Web. That person's name and/or e-mail address should be included at the bottom of each Web page associated with the organization.
5. Web pages must contain the date of last revisions and be updated as often as possible.
6. Web pages should include these basic Web page elements:
  - A **Header Section**, with a banner graphic identifying Texas Tech and a document title. All official documents of the institution must include a Texas Tech logotype and the name of the school or department publishing the page at the top of the document. Web pages should identify their relationship with Texas Tech.
  - A **Body Section** containing the main contents of the page.
  - A **Footer Section** with the publisher's name and affiliation, the author's e-mail address and/or telephone number, the institution's name, a statement of copyright (if applicable), and the document's revision date. A link back to a main or local home page also should be included.

## Consequences

Texas Tech intends to ensure all pages associated with Texas Tech enhance its identity and Mission. Any Web page deemed inappropriate according to the *Texas Tech Web Page Publication Guidelines* will be identified. The person who is responsible for the content of the page will be asked to bring the page into compliance, and, at Texas Tech's discretion, removed.

[State of Texas Web Standards \(TAC 206\)](#)

Disability-access checker for Web pages: [WebXact](#)

See how well your page(s) can be read by those with physical and visual disabilities. WebXact will give you hints on how to make your page(s) more accessible to more readers.

[Text of Web Standards](#)

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