National Institute of Social Development
Policy on Web Content Management

Policy Title: Policy on Web Content Management

Policy Number: 17

Functional Area: Administration

Effective Date: 11.07.2024

Approving Authority: The Governing Council

Administrative Responsibility: Administrator appointed by the Director General/ ADG Web Development Committee

17.1. Rationale & Purpose:

The websites of the National Institute of Social Development (NISD), its Faculties, and its Departments, Division, Units are significant sources of information in the present age. A policy is necessary to ensure that the content published on these websites is reviewed and highly accurate.

17.2. The Web Content Management Policy aims to:

Regulate the process of reviewing and approving content to be published on the NISD website, Faculty websites, and Department websites.

Define roles and responsibilities of all parties involved in content management of the website.

Describe best practices for creating content to be published on the website.

17.3. Scope:

This policy applies to:

    17.3.1.   Administrators

    17.3.2.   Content Authors

    17.3.3.   Content Reviewers

    17.3.4.   Content Approvers

17.4. Policy Statement:

This policy outlines the roles and responsibilities relevant to personnel involved in regulating the content posted on the NISD, Division, and Department websites to ensure the accuracy and appropriateness of the content.

Different roles concerning the content management of the website, along with their responsibilities, are listed below. The processes of reviewing/approving new content and modifying/archiving/removing content are also described under the relevant role.

17.5. Roles and Responsibilities:

17.5.1. Administrator:

An 'Administrator' is appointed by the Director General of the NISD for the Institute website.

The ADG will appoint an 'Administrator' for the Division/Department website.

An 'Administrator' should:

- Handle the technical management of the Faculty website and its content, following instructions from 'Content Approvers'.
- Maintain a record of the 'Content Author', 'Content Reviewer', and 'Content Approver' for all content published on the website.
- Treat any login details to the website as strictly confidential and not share them with any other person.

17.5.2. Content Author:

'Content Authors' create content to be published on the Institute/Department website. A 'Content Author' can be any person affiliated with the NISD. After creating content, he/she should:

- Select a 'Content Reviewer' best suited to review the particular content.
- Get the content reviewed by the 'Content Reviewer'.
- Address review comments to the satisfaction of the 'Content Reviewer' and obtain a signed note or an email from the 'Content Reviewer' that endorses the content.
- Submit content with review comments addressed to the relevant 'Content Approver'.
- Improve the content if requested by 'Content Approvers' and resubmit for consideration to be published on the website.

17.5.3. Content Reviewer:

A 'Content Reviewer' can be any Senior Academic of the NISD. He/she should:

- Provide comments to the 'Content Author' on how to improve the content.
- Issue a signed note or an email from his/her official email address, confirming the appropriateness of the content.

17.5.4. Content Approver:

A 'Content Approver' should either approve or reject the content to be published on the website. In this context, he or she should:

- Consider the suitability of the content for publication on the website.
- Check whether the content has been reviewed by a 'Content Reviewer' and the reviews are addressed to the satisfaction of the relevant 'Content Reviewer'.
- Permit the Administrator to publish the content on the website if satisfied with the content and believes it should be published.
- Inform the 'Content Author' to revise content if it needs improvements. Once the improvements are made satisfactorily, the 'Content Approver' can permit the Administrator to publish the content on the website.
- Reject content if it is not suitable for publication on the website.
- Permit the Administrator to modify, archive, or remove content.
- Be able to simultaneously play the roles of 'Content Author' and/or 'Content Reviewer', while being the relevant 'Content Approver'.

Content Approvers are as follows:

o Content for the Institute website: Director General of the Institute
o Content for the Divisions website: ADG/HODs
o Content for the website of a particular Department of Study in the Faculty: Head of the relevant Department of Study