



UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG

POLICY DOCUMENT

Title

WEB GOVERNANCE POLICY

Version No. 4

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Policy Title	Web Governance Policy
Policy Officer	Reshma Lakha Singh – Marketing Manager
Date Approved	
Date Effective From	
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1. CONTEXT / BACKGROUND

The University of the Witwatersrand, Johannesburg (“Wits”/“the University”) is committed to maintaining an accessible, secure and professional Web Presence that reflects the institution’s values, academic excellence and commitment to transparency and knowledge dissemination. The University’s presence on the World Wide Web is essential to its mission of teaching and learning, research and student support.

The Wits website and its sub-sites are the sole property of the University. This Web Governance Policy (“Policy”) establishes governance standards for the management, development, and maintenance of all University Web Properties across all organisational entities (“University Units”). Its purpose is to ensure consistency, quality, compliance, and effective oversight of the University’s online presence, supporting the University’s objectives while protecting its reputation and digital assets.

The primary support for the Wits domain (wits.ac.za), Web Properties is led by the Wits Marketing Website Team, working closely with the Wits Communications Team, Wits ICT and Website Coordinators based in the University Units. In order to maintain the integrity of the Web Properties and to ensure accountability, designated staff will have access to edit certain portions of the website, as well as to create new content and remove outdated content.

The Wits Marketing Website Team has administrative access to all areas of the website. To ensure quality control. The Wits Marketing Website Team members reserve the right to:

- modify content as needed for accuracy, clarity, grammar, spelling, usage, accessibility, compliance, and style;
- make changes to web pages to ensure that it conforms with the Rules, the University’s naming conventions and branding; and
- adjust content that does not meet the acceptable use guidelines or the standards outlined in this Policy.

This Policy is aligned with the requirements of South African digital and marketing law, including the Protection of Personal Information Act No. 4 of 2013 (“POPIA”), Electronic Communications and Transactions Act No. 25 of 2002 (“ECTA”), and applicable intellectual property legislation. These frameworks inform Wits’ obligation to safeguard digital content, ensure lawful data processing, prevent misleading representations, and maintain copyright and trademark compliance in all online activity.

2. DEFINITIONS

Consent	Any voluntary, specific, and informed expression of will in terms of which permission is given for the processing of Personal Information.
Content Management System (“CMS”)	A software application or set of related programmes that are used to create and manage digital content.
Domain Name	The website address that is used to find a website. The Domain Name System (“DNS”) is an Internet-wide distributed database of signifiers that translate Internet

	Protocol (“IP”) addresses into easily memorable names. Every domain name is unique. No two websites can have the same domain name.
Marketing Manager	The manager within the University’s Marketing Department who is responsible for overseeing the University’s marketing strategy, brand management, and promotional activities, including the governance and oversight of the University’s web presence.
Personal Information	All information relating to an identifiable natural or juristic person as defined in the Protection of Personal Information Act 4 of 2013;
Progressive Web Applications	A website built using modern web technologies that provides an app-like experience, accessible from a single codebase and any device with a compatible browser.
Rules	The University’s rules, regulations, policies, and procedures as amended from time to time.
Single Sign-On (“SSO”)	A session and user authentication service that permits an end-user to enter one set of login credentials (such as a name and password) to be enabled to access multiple applications.
Sub-domains	Domains that are part of a larger domain under the Domain Name System (DNS) hierarchy. It is used as an easy way to create a more user-friendly and logically structured Web address for specific or unique content on a website. Sub-domains are created to organise and navigate to different sections and pages of a website. Multiple sub-domains can be created on a Main Domain.
The University / Wits	The University of the Witwatersrand, Johannesburg.
The Wits Marketing Website Team	The central unit within the University’s Marketing Department responsible for the development, maintenance, governance, and optimisation of the University’s Web Properties .
Third-Party Platform	Any external service, website, or hosting provider that is not managed directly by the Wits ICT or the Wits Marketing Website Team.
University Units	University Units refers to all organisational entities within or affiliated with the University, including faculties, schools, departments, divisions, centres, institutes, wholly owned entities, and other recognised organisational groups.
Web Content Accessibility Guidelines (WCAG)	International standards developed by the World Wide Web Consortium (W3C) to make digital content accessible to people with disabilities.
Website Coordinators	Designated staff members within or affiliated with the University, including faculties, schools, departments, divisions, centres, institutes, wholly owned entities, and other recognised organisational groups (University Units) who are responsible for managing and maintaining their respective areas of the University’s Web Properties. They act as the primary liaison between their unit and the Wits Marketing Website Team, ensuring that content is accurate, up to date, aligned with the University’s brand and governance standards, and meets accessibility and legal requirements.

Web Presence	The collective digital footprint of the university across all official online platforms, including its primary website, affiliated microsites, faculty and departmental pages, research project sites, official social media accounts, and any other sanctioned digital channels. It encompasses the content, design, branding, accessibility, functionality, and user experience of these online assets, ensuring they align with the University's strategic objectives, brand, regulatory requirements, and governance standards.
Web Properties	are all the online spaces and digital assets that the University owns or manages. This includes the corporate website, any sub-sites or special campaign sites, associated subdomains, web applications, official social media accounts, online tools or portals, and email or digital content platforms, and all related content files, and functionality that support these assets. Web Properties cover any place online where the University has an official presence.
Wits Communications Team	The unit within the University's Communications Department responsible for managing the University's internal and external communications. This includes developing and delivering strategic messaging, handling media relations, producing news and feature content, coordinating crisis communications, and ensuring that all communications align with the University's brand, values, and strategic objectives. The team works closely with the Wits Marketing Website Team to maintain a consistent and coordinated online presence.

3. PURPOSE

The University's digital and online presence is the public face of the University. The University website provides a platform to showcase Wits' institutional strengths while maintaining transparency and integrity in public communication. It is a strategic asset that carries significant influence and provides global access to all aspects of the University.

This Policy governs the use of the University's website (wits.ac.za) and provides guidelines for the registration of any additional domain names. The University's presence on the World Wide Web is essential to its mission of teaching and learning, research and student support.

This Policy seeks to establish standards that will:

- support the vision, mission and values of the University,
- assist Website Coordinators and CMS users to create websites that align with the Rules, as well as applicable legislation such as POPIA, ECTA, and global accessibility standards; and
- facilitate the official business of the University and appropriate online interactions with all website visitors.

With a distributed publishing responsibility comes a shared accountability for quality assurance, usability, performance and security. The actions of one individual or unit can affect the entire system. Therefore, it is imperative for the University to formalise a web governance policy in order to present a standard experience to internal and external users. Wits' Web Presence aims to engage the users and audiences we serve by providing timely, relevant, and accessible information that meets their needs.

The content of this Policy encompasses the University's standards for web content, including accessibility, design, maintenance, marketing, copyright and cybersecurity.

This Policy also aims to ensure that all digital assets and web activities of the University comply with the Rules, applicable laws and ethical standards related to digital communication, privacy, and intellectual property (i.e. copyright, trademarks and design).

4. SCOPE

This Policy does not supersede or replace any existing University policy already in place. It does not pertain to Wits' social media channels or govern any native mobile or web apps. The website www.wits.ac.za is the sole property of Wits. While designated faculty and staff will have access to edit certain portions of the site, create new content and remove old content, the site and all sub-sites remain the property of Wits.

This Policy applies to:

- The official Wits website (www.wits.ac.za) and all Wits sub-domains; and
- All University Units must comply with this Policy and associated standards, whether operating websites directly or via third parties.
- Websites hosting Wits related academic programmes or services.

5. PRINCIPLES

All the University's website initiatives are guided by these principles:

5.1.1 Strategic Alignment

- The Web Presence must support the University's mission, vision, values, identity, and objectives, and it must align with the broader digital transformation and communication strategies, and
- Websites must reflect the University's priorities, ensuring accurate and effective communication with all stakeholders.

5.1.2 Accessibility and Inclusivity

- Web content and design must comply with latest [Web Content Accessibility Guidelines](#) (WCAG) to ensure that usability for individuals with disabilities;
- Websites must encompass Wits' ethos of diversity and must ensure inclusive representation of gender, race, culture and the like. Content and imagery should reflect the diverse Wits community;
- Information should be available in multiple formats (for example, text with audio, audio with transcripts, video with captions, visual graphics with accessibility features) to enhance accessibility; and
- Websites must be designed for easy navigation and readability for diverse audiences.

5.1.3 Security and Data Protection

- All websites must adhere to the University's [Cybersecurity Policy](#) and [Information Security Policy](#). Web applications developed internally or externally must implement approved security controls, undergo vulnerability testing, and comply with Single Sign-On and encryption requirements;
- In accordance with POPI, all University websites must implement cookie consent banners and clearly communicate the use of tracking technologies;
- Users must be provided with options to manage their privacy preferences, including opt-out mechanisms for non-essential data collection;

- User data collection, storage and processing must comply with legal and institutional data privacy policies; and
- Role-based access control should be enforced to prevent unauthorised modifications.

5.1.4 Content Quality and Accuracy

- Web content must be clear, concise, up to date and factually accurate;
- Information should be regularly reviewed and updated to prevent outdated or misleading content;
- Content creators and editors must ensure consistency in branding, tone style to maintain a professional and unified identity as stipulated in the Wits Style Guide.

5.1.5 Brand and Identity Consistency

- Websites must adhere to institutional branding guidelines, including use of the correct logos, typography and colour schemes;
- Messaging and visual identity must be uniform across all official web properties; and
- The tone of voice and style should align with the University's values and audience expectations.

5.1.6 User Experience and Usability

- The University recommends a mobile-first design strategy and encourages the use of Progressive Web Applications to improve access for mobile users, including those in bandwidth-constrained environments;
- User journeys should be considered to ensure that users access the correct information, quickly;
- Websites must be intuitive, user-friendly and mobile-responsive;
- Navigation should be simple, with clear menus and search functionality; and
- Web pages should load quickly, with optimised images and standard coding practices.

5.1.7 Compliance with Legal and Ethical Standards

- Websites must adhere to legal regulations (e.g., copyright laws, intellectual property rights, accessibility laws);
- Ethical considerations, such as avoiding misinformation or offensive content, must be upheld; and
- Web content must respect privacy, consent and confidentiality obligations.

5.1.8 Governance and Accountability

- Clear roles and responsibilities are established by the Wits Marketing Website Team for website management, content updates and security (Annexure 2);
- A governance framework developed by the Wits Marketing Website Team should define accountability, workflows and decision-making processes; and
- The Wits Marketing Website Team will conduct quarterly audits and compliance checks to ensure policy adherence.

5.1.9 Innovation and Continuous Improvement

- The University encourages the responsible use of Artificial Intelligence (AI) across its web platforms. Their use should be disclosed where applicable, and any output must be reviewed to ensure factual accuracy and appropriateness. To safeguard credibility, all AI-derived content must be independently fact-checked prior to publication;
- Web governance should allow for adaptability to emerging technologies and best practices;

- Regular feedback from users and site editors through identified feedback mechanisms should inform improvements in website functionality and content; and
- Performance analytics should be used to measure engagement, effectiveness and areas for enhancement.

5.1.10 Sustainability and Resource Management

- All web projects must be designed and maintained with environmental sustainability in mind. This includes reducing the digital carbon footprint through efficient design, sustainable hosting, and the elimination of superfluous media and code. Website Coordinators must regularly audit their web content and images for environmental efficiency;
- Institutional resources (e.g. human, financial, technological) must be allocated effectively and efficiently to maintain and improve the Web Presence; and
- Digital tools and platforms must be scalable to accommodate future growth and needs.

6. TRANSITIONAL ARRANGEMENTS AND REGULARISATION

All existing websites and web applications operated by or on behalf of the University, including those managed by University Units, must undergo a regularisation process to align with this Policy. The Wits Marketing Website Team will coordinate this process, providing guidance and technical support. Sites may continue to operate during the regularisation period, provided they do not pose a cybersecurity, reputational, or compliance risk to the University. Sites posing cybersecurity, reputational, or compliance risks may be suspended pending remediation.

7. NON-COMPLIANCE

Non-compliance refers to any failure by individuals or University Units to adhere to the Rules, applicable legislation, and guidelines, and technical standards outlined in this Policy. This includes, but is not limited to, the following violations:

6.1 Content Violations

- Publishing inaccurate, misleading, offensive or unapproved content;
- Failure to follow branding, tone and style guidelines; and
- Posting copyrighted material without proper authorisation.

6.2 Security and Technical Violations

- Unauthorised access, modifications or misuse of Content Management System (CMS) privileges;
- Failure to follow password security, data encryption, or access control protocols; and
- Uploading malicious content (e.g., phishing links, malware, unauthorised scripts).

6.3 Domain and Hosting Violations

- Registering unauthorised domain names outside of wits.ac.za;
- Hosting University related websites on unauthorised Third-Party Platform; and
- Allowing domain names to expire without proper renewal.

6.4 Legal and Compliance Violations

- Non-compliance with the Rules, POPI and other applicable legislation;
- Collecting or storing personal user data without Consent; and
- Publishing confidential or sensitive University information.

6.5 Accessibility and User Experience Violations

- Failing to comply with Web Content Accessibility Guidelines;
- Ignoring mobile responsiveness and usability standards; and
- Using poor navigation structures that degrade the user experience.

6.6 Intellectual Property

- Using copyrighted, trademarked, or otherwise protected material without proper authorisation
- Failing to disclose or obtain approval for AI-generated content that may infringe intellectual property right; and
- Using the University's logos, names, or branding elements in a manner not set out in the [Brand Guide](#).

8. REPORTING AND MONITORING NON-COMPLIANCE

The Wits Marketing Website Team will conduct quarterly website audits to assess compliance with this Policy.

8.1 Consequences of Non-Compliance

- First-time or minor violations will receive a formal warning with instructions to correct the issue.
- The Wits Marketing Website Team or the Wits Communications Team will assist in resolving content related issues.
- If violations persist, access to the CMS or specific web pages shall be restricted.
- Unauthorised or harmful content must be removed immediately without prior notice.
- Users who repeatedly violate policies shall lose their editing privileges.

- Severe breaches of this Policy, including, but not limited to, unauthorised disclosure or misuse of personal information in violation of the POPIA, infringement of intellectual property rights (such as copyright or trademark violations), cybersecurity incidents (including hacking, phishing, or the deployment of malicious code), or any other form of legal non-compliance will be treated as serious misconduct. Such breaches may result in disciplinary action in line with the University's policies and procedures, including suspension of access privileges, formal warnings, or termination of responsibilities.
- The University reserves the right to pursue legal action against individuals responsible for significant breaches.

9. WITS WEBSITE SUPPORT

Requests for general assistance for your website must be submitted via webteam@wits.ac.za. Please allow two (2) business days for a response unless it is urgent. Requests can also be submitted directly to a member of the Wits Marketing Website Team.

Major projects, such as website redesigns, significant content changes and new website launches must be carried out with the oversight of the Wits Marketing Website Team.

10. POLICY UPDATES

The Wits Web Governance Policy will be formally reviewed on an annual basis to address evolving technological, security, and communication needs. Interim updates may be implemented as necessary in response to legal, regulatory or operational changes.

Critical issues, such as cyber security, security risks or major CMS updates, may trigger an immediate policy revision outside of the standard review cycle.

11. ANNEXURES

- [Annexure 3 – Executive Summary](#)
- [Annexure 1 – Roles And Responsibilities](#)
- [Annexure 2 – Process](#)

VERSION HISTORY

Version	Date	Summary	Changed by
1	30 May 2025	Input from Wits Marketing Website Team	Pam Moodley
2	3 July 2025	Input from Wits Communications Team	Pam Moodley
3	11 August 2025	Input from Wits Legal Office	Pam Moodley
4	12 November 2025	Additional Input from Wits Legal Office	Pam Moodley

ANNEXURE 2 – ROLES AND RESPONSIBILITIES

1. The Wits Marketing Web Team

The Wits Marketing Web Team is responsible for:

- management of the University's website (wits.ac.za),
- designing and developing the University's main website and University Unit sites in collaboration with the relevant Unit,
- ensuring that all University Unit websites align with institutional branding, accessibility and security policies.
- optimising websites for load speed, security and user experience,
- implementing search engine optimisation best practices to enhance the website's visibility on search engines,
- managing the CMS and providing support for Website Coordinators across University Units,
- ensuring that web content is current, relevant and accurate,
- working with content creators and editors to maintain consistency in tone, messaging, and design,
- providing training and guidelines for staff and faculty responsible for updating web pages,
- monitoring all University web pages and taking the appropriate steps to ensure compliance with web governance and related policies,
- managing user roles and access permissions to prevent unauthorised modifications,
- monitoring compliance with legal and regulatory requirements (e.g., POPIA, WCAG).
- conducting regular audits to assess website performance, security and policy adherence.
- conducting usability testing and collecting feedback to enhance functionality and user-experience,
- working with Wits ICT to ensure high uptime, backup strategies and disaster recovery plans.
- managing third-party integration and ensuring compatibility with Wits' systems,
- implementing and analysing web analytics tools (e.g., Google Analytics) to track site performance and user engagement,
- optimising web content based on insights from analytics and user behaviour,
- providing technical support for staff, faculty and Website Coordinators.
- conducting workshops and training on the content management system, web accessibility and content creation best practices.
- developing documentation and guidelines for website management,
- researching and adopting emerging web technologies to enhance Wits' sub-sites,
- improving integration with digital tools, AI-driven services and cloud solutions, and
- staying abreast of industry trends to ensure best practices in web design and governance.
- maintain a mailbox for CMS and policy compliance queries.

2. Wits Website Coordinators

Wits Website Coordinators are responsible for:

- serving as the primary point of contact between their University Unit and the Wits Marketing Website Team,
- ensuring that web content is accurate, up to date and relevant for the intended audiences,
- regularly reviewing and updating web pages to remove outdated or incorrect information,

- collaborating with academic staff, researchers and administrative staff to gather and publish new content,
- maintaining consistency in tone, style and formatting across pages,
- working with the Wits Marketing Website Team to ensure that the site is user friendly and responsive,
- reporting and helping to troubleshoot issues related to broken links, formatting errors or navigation difficulties,
- gathering feedback from users and suggesting improvements for better usability,
- verifying that multimedia elements (e.g., images, videos, pdfs) meet quality and accessibility standards,
- participating in web-related training, workshops and strategy meetings,
- communicating web-related issues, enhancement requests or technical concerns to the Wits Marketing Website Team.
- maintaining secure access controls and following password best practices to prevent unauthorised edits, and
- reporting any security breaches or suspicious activity to the Wits Marketing Website Team immediately.

3. **Wits Communications Team**

The Wits Communications Team is responsible for:

- developing and implementing a unified communications strategy across all web platforms,
- crafting engaging, informative and professional content for news articles, events and announcements,
- ensuring that news and events are displayed on University Unit websites,
- reviewing news articles, events and announcements submitted by University Units for publication in the news section on the Wits Home Web Page and other key web pages (e.g., Research News Page, Innovation News Page, Media Page),
- ensuring that key webpages (e.g., News, Events) are updated regularly,
- integrating website content with social media platforms, applications and digital marketing campaigns, and
- ensuring that messaging aligns with the University's official statements and social media communications during crises and emergency situations.

4. **Wits Marketing Team**

The broader Wits Marketing Team is responsible for:

- overseeing the integration of multimedia, videos and high-quality images to enhance the website,
- developing and executing digital marketing campaigns through the University's website to promote academic programmes, events and initiatives,
- using landing pages, call-to-action buttons and conversion strategies to engage prospective students and stakeholders,
- collaborating with the Wits Communications Team to create impactful storytelling and success stories,
- managing web-based paid advertising campaigns (Google Ads, social media advertisements and display advertisements) to drive traffic,
- ensuring advertisement placements direct users to optimised landing pages for maximum conversion rates,
- tracking return on investment for paid marketing efforts and adjusting strategies accordingly, and

- promoting University research, achievements, rankings and partnerships through web-based campaigns.

5. Wits ICT Team

The Wits ICT Team is responsible for:

- maintaining and managing web servers, hosting platforms and current content management systems,
- ensuring high availability and uptime for all University-affiliated websites,
- implementing scalable and flexible web hosting solutions to accommodate growth and evolving needs,
- implementing cybersecurity measures to protect websites from hacking, malware and other threats,
- managing firewalls, intrusion detection systems and secure authentication protocols,
- conducting regular security audits and vulnerability assessments to prevent breaches,
- providing technical support to the Wits Marketing Web Team and Website Coordinators.
- troubleshooting website downtime, loading speed issues and CMS related errors,
- responding promptly to system failures, cyber incidents and performance concerns,
- ensuring compatibility between the website and internal platforms (e.g., student portals, HR systems, databases),
- managing CMS users for single sign-on,
- ensuring that the CMS remains up to date with the latest security patches and feature upgrades,
- implementing automated backup solutions to protect website data,
- developing and maintaining a disaster recovery plan to restore services quickly in case of system failures,
- regularly testing backup systems to ensure business continuity,
- optimising server response times, caching and database queries for faster loading speeds,
- ensuring that all web systems comply with the University rules, national regulations and global IT best practices,
- assisting in the enforcement of acceptable use policies and preventing misuse of digital resources,
- staying updated on emerging web technologies and cybersecurity trends,
- recommending and implementing AI-driven tools, cloud solutions and automation to improve website efficiency, and
- supporting the adoption of new web frameworks, coding practices, and IT solutions.

ANNEXURE 3 – PROCESS

- **Domain Names**

Domain names are part of the identity of the University and communicate its image and reputation to the public. The official domain name for the University of the Witwatersrand, Johannesburg (the “University”) is www.wits.ac.za.

- **The Wits Domain: wits.ac.za**

The Wits Domain Name www.wits.ac.za is an intellectual property asset of the University. All content residing on this domain or its Sub-domains belongs to the University. Websites under the wits.ac.za domain follow a University established naming convention that web visitors understand intuitively and that they can remember. Site names that contain wits.ac.za can be trusted to lead a user to a legitimate University website. Websites under wits.ac.za are generally afforded a higher rank in search engine results. Domains and Sub-domains must be clear, professional and directly related to the University entity that they represent.

- **Creating a Website**

Every website created using the University CMS will reside within the wits.ac.za domain. Some University systems require mid-level domains, for example, <https://online.wits.ac.za/>. Requests for mid-level domains must be directed to Wits ICT.

Domains that are similar to wits.ac.za may be used as part of phishing attacks to lure Wits employees, students and visitors into providing sensitive and / or Personal Information. Where identified, a call must be logged with Wits ICT for the relevant investigation. Regular audits of University domains will be conducted to identify unused, expired, or potentially compromised domain names.

- **Third-Party Development and Access Control**

Where third-party vendors are engaged for website development, all intellectual property rights in the website, including source code, designs, graphics, content, and data, shall remain vested in the University.

- A structured approval workflow is established:
 - University Unit submits a website proposal/wifeframe/test site done by a third-party service provider to the Wits Marketing Website Team.
 - The Marketing Website Team reviews for brand, security, and technical compliance.
 - If compliant, the request is escalated to the Marketing Manager for approval.

- **External Domain Names**

Users must first consult the Wits Marketing Website Team for advice on the suitability of the current Content Management System to accommodate the University Units website needs. There may be exceptions where technical or business reasons necessitate that external domains be developed, particularly in cases of co-branded partnerships.

No third-party organisation shall register a domain name that falsely implies affiliation with the University. Individual staff members, researchers, interns, or any other member of staff must not register a domain in their personal capacity for University-related purposes.

Domain names that are external to wits.ac.za must be approved by the Wits Marketing Website Team and must then be registered through the University's Legal Office. Domain registrations shall be renewed periodically to avoid expiration and security risks.

The Marketing Manager must approve the onboarding of all external web service providers identified by the University, including University Units. All third-party tools must undergo a vetting process, including an assessment of data privacy compliance and integration capability with the University's systems, before implementation.

The Marketing Manager and Wits Marketing Website Team will oversee the use of branding and corporate identity elements on all Wits-related websites, including on the wits.ac.za domain and Sub-domain pages, and all external websites that carry the University's name.

The Wits Marketing Website Team will not be responsible for the maintenance/updating of any website or content on a site external to the wits.ac.za domain. The Wits Marketing Website Team and Wits ICT have the right to recommend suspending or modifying any domain or Sub-domain that does not comply with the Rules. Unauthorised domain registrations shall constitute a breach of this Policy and may result in disciplinary measures in accordance with applicable Rules.

- **Content Management System (CMS)**

The University uses a CMS to ensure consistency, security, accessibility and ease of use across all web properties.

- The use of the University's CMS for all University Unit websites is recommended. The Wits Marketing Team manages a process for dealing with exceptions: that is, special requests that are received to compile websites outside of the Wits CMS and Wits domain name. The Wits Marketing Website Team will work in consultation with the Legal Office regarding these exceptions.
- The CMS is centrally managed by an external service provider, through a shared mailbox managed by the Wits Marketing Website Team.
- Wits ICT is responsible for the performance, maintenance, upgrades and security of the server.
- Each designated Website Coordinator is given the responsibility and access to manage their specific website.
- Access to manage the content of a specific section of a website is limited to a current permanent, full-time staff member.
- All University staff members must always comply with the [Wits Information and Communication Technology Acceptable Use Policy](#).
- It is the responsibility of Heads of Schools or Senior Managers to authorise staff to become website coordinators and to approve training for them.
- It is the responsibility of the Website Coordinator to inform the Wits Marketing Website Team should they no longer be the person responsible for website edits.

- **Training**

Access to the CMS will only be granted to a Website Coordinator upon the completion of mandatory basic training performed by the Wits Marketing Website Team. As Website Coordinators become more familiar with the CMS capabilities, the Wits Marketing Website Team will offer additional individual training to explain the specific functionality that the CMS has to offer. The Wits Marketing Website Team will continue to offer individual consulting sessions to train Website Coordinators on how to apply the available tools to

help streamline current processes. The online training guide is located on the University's website at <https://www.wits.ac.za/web/>.

- **Wits Website Content**

The University's website, in keeping with best practices for writing for the web, embraces a conversational writing style. Visitors must be able to find content easily, answer their own questions and find all pertinent information as intuitively and quickly as possible.

- Content published on the CMS is public data and open to public scrutiny.
- Content should be reviewed by relevant Website Coordinators, at a minimum, quarterly.
- All University Units are responsible for ensuring the accuracy and appropriateness of the information published on their websites.
- The following must not be included on any web pages:
 - copyrighted or other intellectual property or licensed materials for which the necessary permissions for use have not been obtained or an exception permitting use does not apply;
 - material for commercial gain unrelated to the University;
 - material that is intended or could reasonably lead to illegal activities (unless used in an appropriate academic context);
 - material or speech that is unlawful or that is in contravention of the Rules;
 - material that is intended to damage, to interfere with, or place an excessive load on a computer system or network; and
 - replication of content links to the original source in the content management system should be used to ensure that there is always a single source of truth.

- **Social Media Feeds on Websites**

Social media offers many benefits and opportunities to engage with our various audiences. At the same time, the University's social media platforms should be used appropriately and effectively and in line with the University's [Social Media Policy](#).

Social media platforms can be embedded on the University website. Please consult with the Wits Marketing Website Team should you wish to integrate your social media channel on your respective website.

- **Events Calendar**

University events must be published on the events calendar instead of being manually entered onto a webpage. After training, these events can be uploaded to the Events calendar, and they will subsequently be approved by Wits Communications Team.

- **Branding**

A website's design can enhance or hinder the user experience. In addition, the design assists in bringing continuity across the entirety of .

- Colour, logo usage, fonts and branding standards must all comply with the [Wits Brand Guide](#).
- All web pages must maintain an integrated user experience and consistent look across the site. Any template changes or policy compliance questions must be referred to the Wits Marketing Website Team.
- Wits University recognises that partnerships, sponsorships, and external funding are integral to advancing its academic, research, and community objectives. Accordingly,

limited and regulated acknowledgements of sponsors or funding partners may appear on University web pages where such relationships directly support University initiatives.

- **Permitted Use:**
 - Acknowledgements must be factual and non-promotional in tone.
 - Sponsor or partner recognition may include a plain-text listing or logo, subject to the [Wits Brand Guide](#) and prior approval by the Wits Marketing Website Team.
 - Any third-party or funding partner logo must be displayed in a manner that does not imply endorsement, preferential treatment, or commercial affiliation beyond the specific partnership.
 - **Prohibited Use:**
 - Commercial advertising unrelated to University teaching, research, or community engagement is not permitted.
 - Promotional materials, product placements, or external marketing content are not allowed under any circumstances.
 - The Wits logo signifies the University's ownership and represents its official presence online and in other forms of media. It must be used only in strict accordance with the [Wits Brand Guide](#) and the Rules.
- **Metrics**

Wits uses Google Analytics to measure traffic to the University website. The Wits Marketing Website Team will provide monthly statistics, on request, for University sub-sites.

Google Analytics has been embedded in all website pages to provide robust audience tracking. Analysis of these metrics can assist in marketing decisions to allow for continuous improvement of the websites. If you are looking for metrics for your site, you must contact the Wits Marketing Web Team for assistance. If you add your own Google Analytics code, it may result in inaccurate data collection, processing or reporting. Should you be engaging in a marketing campaign, inform the Wits Marketing Website Team about requirements timeously.

- **Intellectual Property Compliance**

All Wits Web Properties must comply with South African intellectual property legislation, including but not limited to the Copyright Act No. 98 of 1978, Trade Marks Act No. 194 of 1993, Designs Act No. 195 of 1993, and relevant common law principles protecting original works, trademarks, and proprietary materials.

Website Coordinators are responsible for ensuring that all content published online, including text, images, videos, audio, graphics, software, documents, and multimedia, is:

- Either original to the University,
- Lawfully licensed,
- Clearly within the scope of a valid legal exception (such as fair dealing), or
- Used with prior written permission from the rights holder.

Any content found to infringe intellectual property rights will be removed immediately by the Wits Marketing Website Team.

The unauthorised use of the University's trademarks, names, logos, and branding elements is strictly prohibited. These may only be used in accordance with the [Wits Brand Guide](#).