Web Code of Practice

1. Introduction

1.1. This Code of Practice governs the publishing of information on the School web servers. Any member of the School who is in a position to publish content to the School web servers is bound by this code which applies to all official content (see 2.3).

1.2. In extension to this Code of Practice those bound by it must observe the following documents:

JANET Acceptable Use Policy
(http://www.ja.net/company/policies/aup.html)

2.5.6. It is the responsibility of the Head and the Web Information Manager to ensure that the School's Web Manager is kept informed of any staff changes, in particular when a Web Information Manager post becomes vacant.

2.5.7. The level of design consistency required for official School pages is as follows:

All official web content (School, Faculties, Departments, Units, Centres, Research Projects) should apply the official School template design.

Any exceptions for official web content will need to be approved by the Web Editorial Manager and conform to minimum branding guidelines (see 2.5.8).

Possible exceptions are websites involving collaborators, partners, sponsors or of an independent nature (e.g. Unions).

2.5.8. Minimum Branding Guidelines

Official Content (Centres and Research Projects)

School logo must appear in the header of the web page with equal size and prominence as any local logo and include a link back to the School homepage. The standard position of the logo is the left side of the header, with any other logos appearing to the right; however, depending on the nature of the collaboration, this can be negotiated with the School's Web Editorial Manager.

The black logo on a white background or white logo on a coloured background can be used on web pages. See the School's Visual Identity and Style Guide (http://intra.lshtm.ac.uk/extrel/style_guide/index.html) for details about the correct way to display the School's logo.

Websites involving collaborators, partners or sponsors, Independent

School logo must appear on the website with equal size and prominence as any local logo including a link back to the School homepage.

2.5.9. If the development of official School web sites that do not use the official School template designs cannot be accommodated in-house by the School's web team then the development must be done by one of the third parties approved by the web team.

2.5.10. Collaborative websites with other institutions or partners that are not hosted on the School web servers are not restricted to the web-team-approved third parties and are not supported technically by the School's web team.

2.5.14. Special care must be taken to ensure appropriate meta data are inserted on every page, in accordance with guidance from the School's web team (http://intra.lshtm.ac.uk/its/staffservices/web/resources/metadata.html). This is critical in order to ensure effective use of internal and external search engines.

2.5.15. Directories allocated to an official set of pages may only contain such material. Redundant or old data no longer required must be removed from the web server and personally archived.

2.5.16. Official pages may be removed by the School without notice when they are more than 18 months old and repeated efforts to prompt update have failed.

2.6. Personal content

2.6.1. Personal content carries no endorsement or responsibility by the School and is not allowed on the School web servers.

2.6.2. Any member of the School should source their own web hosting for their personal content.

3. Technical Standards

3.1. As a minimum all official School web pages must be developed to the technical standards stated in Appendix C.

4. Scripting and databases

4.1. For official content only, the School provides access to PHP scripting language and MySQL databases, allowing members of the School to create dynamic web pages and applications when appropriate.

4.2. These types of technologies are particularly vulnerable to hacking attempts and only members of the School who have obtained permission from the School's web team and are fully informed and competent in the use of these technologies, and particularly their security

disclosed to a third party - for example,

"Data Protection Act

The information supplied on this form will be retained by the LSHTM on a database and will be used exclusively for the purposes of generating statistical analysis and contacting individual participants. Your contact details may also be disclosed to partners for the purposes of informing you of similar surveys - if you do not wish to receive such information please tick this box…"

A.1.3 Disability Discrimination Act 1995 (and Special Educational Needs and Disability Act 2001)

Students and staff must not be unjustifiably discriminated against on account of a disability. The educational institution must make 'reasonable adjustments' to ensure that such discrimination does not take place either now or in the future. The legislation does not make specific accessibility requirements known for websites but all contributors of official content are nonetheless strongly advised to follow guidance and advice provided by the Web Manager (see 3.7). Official pages should conform to Web Content Accessibility Guidelines (WCAG) 2 'AA' as a minimum.

A.1.4 Computer Misuse Act 1990

Material which facilitates or otherwise incites or encourages third parties to gain unauthorised access to computer material would be considered to contravene legislation.

A.2. Other legal constraints

A.2.1. Defamation & Libel

Material containing facts about individuals or organisations must be accurate and verifiable and views and opinions must not portray their subjects in any way which could unjustifiably damage their reputation.

A.2.2. Pornography

The Obscene Publications Act 1959 makes it an offence to publi(or)-(T(e t)-7(heEuMC   /P nop5e4)3(i)3(n1

Appendix C

C.1. Technical Standards

C.1.1. As a minimum all official School web pages must be developed to the following technical standards.

C.1.2. The website/page structure (HTML), style (CSS) and behaviour (JavaScript) must be separated as per best practice.

C.1.3. HTML must be semantically structured and marked up, compliant to W3C XHTML Strict standard ideally but XHTML Transitional is acceptable. HTML 5 is also acceptable.

C.1.4. The use of frames to organise a set of web pages is not allowed.

C.1.5. CSS must be W3C compliant (level 2 minimum).

C.1.6. Any applied JavaScript must be unobtrusive, degrade gracefully and not used to deliver content.

C.1.7. As well as adhering to the W3C standards as stated the web pages must conform to Web Content Accessibility Guidelines (WCAG) 2 'AA' as a minimum.

C.1.8. Any images used must be optimised for the web
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