Editorial Charter for the ULB website

The purpose of this charter is to formalise the rules covering professional good practice, content management and graphic style which all parts of the University need to follow in order to integrate smoothly into the ULB global website. This charter sets out the respectful and responsible behaviour which everyone is obliged to adopt when putting information online on the web.
I. Definition of the charter

1. Aims of the charter

   a. To emphasise the editorial line of the ULB website, its mission, positioning and audience.
   b. To provide a set of rules and recommendations for publishing high-quality content on the University’s global website and ensuring the consistency of that content.

2. Readership of the charter

   Members of the University community who, by reason of their role or as part of a particular project, are involved in publishing information in the University’s name on the ULB web server, are part of the readership at which this charter is aimed.

3. Scope of the overall ULB website

   The overall website encompasses all sites which are part of the institutional framework and which publish in the University’s name. It also includes:
   a. Sites hosted on ULB’s servers
   b. External sites managed by entities which are not legally distinct from the University. This applies in particular to sites belonging to the University’s departments and services, faculties, schools and institutes, etc.
   c. It also includes sites managed individually by any established or contracted member of staff (teaching, research or administrative) of the University.

4. Structure of the charter

   The web editorial charter is in two parts: the first deals with content management and good practice, and the second describes graphical aspects of web publishing at ULB.

   Part one – content management and good practice:
   1- Editorial management of the ULB website
   2- General principles and code of conduct
   3- Consistency of content
   4- Managing and updating content
   5- User support and assistance
   6- Site usability

   Part two – graphic style
   1- Assets and general graphical guidelines
   2- Editorial rules
   3- Non-written content
II. Part one – content management and good practice

1. Editorial management of the ULB website
The editorial management group, known as the Comité éditorial, is made up of the information contacts of each department, faculty Institute and School of the University, together with representatives of the University-wide communication service. Its functions are as follows:
   a. To coordinate the content and see that relevant information is published on the ULB site and kept constantly up-to-date
   b. To communicate decisions made at meetings of the committee to users.
   c. To analyse users’ needs in order to develop the site with the support of the IT department
   d. To provide advice on any request or enquiry regarding the site
   e. In the longer term, to begin the separation between internal and external content, as the migration of internal readers to the portals progresses

2. General principles and code of conduct
The publisher of a web site or web page has editorial responsibility for the documents which they publish. Accordingly, they undertake:

   a. To put online only reliable, verified, official information;

   b. To make sure that their pages conform with current legislation regarding copyright for text and photos, data security, privacy, and freedom of expression. The Greffe maintains full information on relevant regulations on its web pages (see http://www.ulb.ac.be/ulb/greffe/documents/reseau.html).

   c. Not to open their pages to advertising or to information which might damage the image of the University. Persons responsible for web pages should refer to university instructions such as those mentioned below:
      i. Advertising is permitted subject to observance of ethical rules, to rules for use of the network, and to exceptional authorisation by the authorities. These restrictions are intended to severely limit the proliferation of advertising campaigns and insertions. Advertising through the insertion of commercial logos connected with the software or companies used to produce web pages is not permitted.
      ii. Sponsorship of activities (colloquia, exhibitions, events, etc.) may take the form of one of two levels of thanks, depending on the support provided:
         - Simple mention of the sponsor in the text
         - Mention and sponsor’s logo at foot of page (with the added text: ‘With the participation of’; logo size: maximum 50 pixels high)
      iii. Partnership is regulated by agreements signed by both parties, in which it is generally requested that the logos of the contracting parties should figure on the web pages, with or without a link to their own homepage.

   d. To update or withdraw their pages in the case of a complaint being upheld. A page which is outdated or contains inappropriate content may be put in quarantine until the publisher or, if applicable, the entity responsible, has met with the web team. Each entity must have a designated website editor and a generic address, which must be mentioned on its web pages.
3. Consistency of content

a. Standard conventions and titles (names of departments, titles, references, etc.) recognised at ULB should be used. An annex is appended to the charter with the most common titles.

b. Principle of single entry: in order to avoid pages giving conflicting information, information must not be duplicated but must be entered in a single place. Users should avoid copying or retyping official information (for example course catalogues, registrations, regulations, forms or directories) which are already available on the University’s website. Instead these should be referred to via hypertext links, particularly to the main institutional pages, which are regularly updated.

c. Consistency of introductory information for each entity on its homepage: the homepage should include in particular a description of the entity’s services and functions, key contacts, a generic contact address for the website editor, and important information.

4. Managing and updating content

a. Putting information online requires the website editor to ensure that is kept up to date, and hence also that it is deleted when the information is out of date. Depending on the nature the information, the frequency of updating will vary: please bear in mind that “live” sections (calendar, news, etc.) must always be up to date and up-to-date content must be deleted the day after its validity expires. Web site editors may add a publication date to documents/content for added clarity.

b. There should always be an internal point of contact for web publishing problems (outdated information, non-conformity with the charter, legal issues, etc.). The university’s Communication Service, via Séverine Vaissaud, will maintain a list of the contact points (who are the information contacts, or in some cases IT staff, for each entity).

5. User support and assistance

a. Ensure that the minimum level of monitoring is maintained for general contact addresses given out to the public. Each entity must have a generic address for monitoring (the IT department will set these up on request).

b. In the case where an application is put online which might present difficulties in use, the appropriate technical assistance should be provided (in the form of documentation or a point of contact, which will be the generic address of the entity).

6. Site usability
The site should take care to follow international usability guidelines in terms of ease of navigation (accessibility and ease of interaction with the site). The web team works to adapt technical utilities to support these objectives. In this connection, when adding new information, pages, menus etc., the web team updates a document summarising usage scenarios. Thinking about these leads to better-structured content and better navigation between content. Example: are side menus relevant and clear, are titles correctly used, are images and files quick to download, do hypertext links correctly describe the target page?
III. Part two – graphic style

1. Assets and general graphical guidelines
In order to support the consistency and coherence of the institution and brand image, university administration, faculties, schools and institutes should follow the graphic design style which has been established for the ULB global website (see the ULB homepage for example). Faculties, schools and institutes should ask their departments and research units:
   a. if they are still using the old ULB website design: to adopt the current graphic design.
   b. if they are on an external site: to show that they are part of ULB by inserting the ULB the logo at the top of their homepage. This logo must link to the ULB homepage. A link to the home Faculty/School/Institute must also be added.

2. Editorial rules
   a. Editorial style (tone)
The choice of editorial style contributes to the identity of the site and to establishing a relationship between visitors and “their” site. The purpose of the site is to offer services and information, so it will be more effective to use a friendly, but not informal, tone and to concentrate one’s efforts on make the content easily understood. The requirements of the site’s readership should also always be borne in mind, and content adapted accordingly.

   b. Write concisely
Concision becomes essential on the Internet, in a context where reading onscreen is more difficult, and web users tend to skim. In general, it is advisable to make headings, sentences and paragraphs short and simply expressed (for example use active voice rather than passive, express things positively rather than use double negatives, etc.)

   c. Text layout
Use bullet lists to break up solid blocks of text; use bold to make important words visible; avoid text in all capitals, which slows the reader down; take care over link text;

3. Non-written content (photographs, video, audio, graphics)
Non-written content supplements the information in your written text, in a form which the site visitor will more easily remember. Each medium has its own particular characteristics as regards format and size.
   a. Use of images on web pages/intellectual property
The Communication Service can provide users with photographs, which are de facto the property of the University. If “external” photos are used and reproduced, please refer to the mention of copyright in the network and website users’ charter available on the web pages maintained by the Greffe: http://www.ulb.ac.be/ulb/greffe/documents/reseau.html.

   b. Find copyright-free photos and images:
There are some websites which provide copyright-free or public domain photographs. NB: usage rights still apply to some files. Example: wikimedia commons, flickr.com/creativecommons.
c. Format, dimensions and file size of images on web pages
Are the size, framing and composition appropriate for the complexity of the image? Too small and the details will be invisible, too large and the image will look empty. Is the image of the correct resolution? Is the image credited? captioned? Are any people in the image identified? – see image copyright, above. See annex for a fact sheet on technical details for photographs (size/format/resolution).

4. Typographic practice and graphic constraints
“The key qualities of good typography are to charm the reader and make reading easy”. The university’s Communication Service works with basic typographical rules which can be adapted for web page managers. A mini-guide to these rules is attached as an annex, and includes a summary list of terms and usages specific to ULB. Example: “ULB” is written without full stops between the capital letters. “L’Université libre de Bruxelles” is written with a lowercase ‘l’.

Annexes:

1. Technical fact sheet: photographs (size, format, resolution)
3. List of titles of ULB entities (in French)

Annex 1: Technical fact sheet: photographs
A website often contains photographs, graphics, diagrams and drawings to illustrate the site content and also to enhance its appeal. Images also help to grab the site user’s attention. Take care however not to overuse them, as this can impair the visual appeal and readability of pages and make them slow to download. Pay attention to the quality and usefulness of the image rather than to its aesthetic appeal.

Recommendations to be followed for “standard” cases:
For a “full page” banner:
size
format: jpg/gif/png
width: 950 px
height: max 200 px
filesize 100 kb max

For “single-column” (left/right) images:
size
format: jpg/gif/png
width: 200 px
height: max 400 px
filesize 100 kb max

For “news” images:
small format: size
format: jpg/gif/png
width: 80 px
Annex 2: Network and website user charter and Data security and privacy at ULB
Please see the page http://www.ulb.ac.be/ulb/greffe/documents/reseau.html

4. Annexe 3: List of titles of ULB entities (in French):

Facultés/instituts/écoles :
Faculté de Philosophie et Lettres
Faculté de Droit et de Criminologie
Faculté des Sciences sociales et politiques
Faculté Solvay Brussels School of Economics and Management
Faculté des Sciences psychologiques et de l’éducation
Faculté d’Architecture (La Cambre-Horta)
Faculté des Sciences - École interfacultaire de bioingénieurs
Pôle Santé
Faculté de Médecine
École de Santé publique
Faculté des Sciences de la Motricité
Faculté de Pharmacie
Faculté des Sciences appliquées - École polytechnique
Institut d'études européennes

Administration générale
Département de l'administration financière (DAF)
Magasins généraux
Cellule exécution budgétaire (CEBCEA)
Service des achats (ACHATS)

Département enseignement (DE)
Service Infor-études
Cellule des programmes d’échanges (CPE)

Département recherche (DR)
Cellule recherche
Cellule interface

Département des relations extérieures (DRE)
Service des relations internationales
Service de la communication générale
Service de la communication recherche

Département des ressources humaines (DRH)
Service du personnel enseignant et scientifique (SPES)
Service du personnel associé à la recherche contractuelle (SPRC)
Service du personnel administratif, technique, de gestion et spécialisé (SPATGS)
Centre des relations avec l’emploi et les professions (CeREP) ou Cellule Emploi

**Département informatique (DI)**
Cellule web
Informatique administrative
PABU
PADI
Centre de calcul

**Département Chancellerie**
Service juridique
Le Greffe

**Département des services à la communauté universitaire (DSCU)**
ULB Culture
ULB Sports
Radio Campus
Aimer à l’ULB
PsyCampus
ULB-Job
Crèche

**Département de supports aux activités académiques (DSAA)**
Centre des technologies au service de l’enseignement (CTE)
Cellule audiovisuelle
Cellule auditoires
Cellule PRAC-TICE
Cellule image
Cellule Langues
Les Archives et Bibliothèques

**Département des infrastructures (DInfras)**
Cellule exploitation
Cellule projets et constructions
Surveillance générale
Cellule gestion administration RH

**Bureau d’études (BE)**
Service des statistiques et études prospectives
Cellule d’Appui à l’Evaluation de la Qualité à l’ULB (CÆQ-ULB)

Service interne de Prévention et Protection au travail (SIPP)
Service commun pour la prévention et la protection au travail (SCPP)

Académie universitaire Wallonie-Bruxelles
Pôle universitaire européen de Bruxelles Wallonie
Agence universitaire de la francophonie