



# Online Resources Ownership, Control, and Use

## Purpose of Policy

This policy concerns Valdosta State University's ownership, control, and use of all institution public, general access, and non-restricted online resources. Specifically, it addresses the following:

- (i) exclusive ownership and control of all Institution Online Resources;
- (ii) exclusive authority over all Institution Online Resources owned or controlled by the institution and the exclusive authority to acquire additional online resources in its name in the future;
- (iii) approval of content published on an Institution Online Resource; and
- (iv) removal of content improperly published to an Institution Online Resource.

## Definition of Online Resources

For the purpose of this policy, Institution Online Resources is defined as, but not limited to, all institution owned or controlled internet domains, websites, web pages, web or mobile applications, official social media accounts of the institution, listservs and email distribution groups, online educational resources, and institution content generated by Valdosta State University employees. Institution Online Resources do not include non-public-facing IT resources (e.g., OneUSG Connect, MyVSU, Banner, BlazeView, etc.). Institution Online Resources also do not include personal webpages and social media accounts of the institution's employees and students.

## Inventory of Institution Online Resources

A current, non-exhaustive inventory of Institution Online Resources and certain exclusions such as Open Educational Resources and Fair Use is attached as Appendix A.

## Authority and Control over Institution Online Resources

In keeping with University System of Georgia policy and guidance, all Institution Online Resources are the property of the University and under its exclusive control. The institution has the exclusive authority over all Institution Online Resources, exclusive authority to acquire additional Institution Online Resources in its name in the future, and the branding and licensing of those resources.

## Governing Institution Online Resources

Each unit, department, or office of this institution is required to comply with this policy and other policies applicable to Institution Online Resources including:

- Policy on the Use of Computers – (Information Resources Acceptable Use Policy)  
<https://www.valdosta.edu/administration/policies/documents/information-resources-acceptable-use.pdf>
- Email, Web, and Portal for Official Communications  
<https://www.valdosta.edu/administration/policies/documents/email-web-and-portal.pdf>
- Social Media Policy and Guidelines – (Stakeholder Communication Policy)  
<https://www.valdosta.edu/administration/policies/documents/stakeholder-communication.pdf>
- Policy on Dissemination of Official Announcements and University News – (Stakeholder Communication Policy)  
<https://www.valdosta.edu/administration/policies/documents/stakeholder-communication.pdf>



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- VSU Password Policy Standard – (Information Security Policy)  
<https://www.valdosta.edu/administration/policies/documents/information-security.pdf>
- VSU Data Classification and Protection Standard – (From University System of Georgia)  
[https://www.usg.edu/siteinfo/web\\_privacy\\_policy](https://www.usg.edu/siteinfo/web_privacy_policy)
- USG Information Technology Handbook - Section 5.3.2 Cybersecurity Incident Reporting Requirements  
[https://www.usg.edu/information\\_technology\\_services/assets/information\\_technology\\_services/documents/ITHB\\_\(v2.9.6\).pdf](https://www.usg.edu/information_technology_services/assets/information_technology_services/documents/ITHB_(v2.9.6).pdf)
- VSU Branding Guidelines  
<https://brand.valdosta.edu>
- Naming of Unofficial VSU Social Media Accounts  
<https://www.valdosta.edu/administration/policies/documents/stakeholder-communication.pdf>

## Creating New Online Resources and Managing Existing Content

Each unit, department, or office must have a policy for the establishment of Institution Online Resources, the management of existing Institution Online Resources, approval of content, and the deletion of online resources no longer needed. Each unit, department, or office is responsible for the content created on or posted to Institution Online Resources under its control, including responsibility to ensure that content (i) complies with applicable USG and institution policies, (ii) complies with federal accessibility requirements, and (iii) does not violate the intellectual property rights of third parties.

Each unit, department, or office at Valdosta State University will use the Unit Policy Form, located in Appendix B. The Unit Policy Form is required to be completed and returned to the Office of Strategic Communications at [communications@valdosta.edu](mailto:communications@valdosta.edu). The Director of Strategic Communications, Director of Internal Audits, or any Cabinet level officer can initiate a review of the practices at any time to ensure compliance with this policy.

## Management of Institution Online Resources:

- Management** – Administrative privileges for any Institution Online Resources may only be assigned to institution employees or outside contractors whose job duties include the administration of such accounts.
- Transition of Management** – Part of the separation process for employees shall include the transition of account control over any Institution Online Resources managed by the departing employee.
- No Management by Students** – Students, student employees, and students with educational purposes shall not be granted administrative access privileges or duties over Institution Online Resources without express written permission from the appropriate employee with designated approval authority for the Institution Online Resource and with appropriate approval and oversight procedures in place for any content the students are to publish on Institution Online Resources.



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## Moderation of Third-Party Content

Content created by third-party users of Institution Online Resources shall be moderated in compliance with applicable institution policies governing the posting of content on such Institution Online Resources and subject to any applicable terms and conditions or end user agreements of the third-party hosting platform.

## Removal of Unauthorized Content

Any content created on or posted to an Institution Online Resource that has not been approved pursuant to the applicable unit’s required review and approval process or is otherwise not in compliance with university policies governing content for such Institution Online Resource shall be removed promptly following discovery. The authority and responsibility for removing unauthorized content will reside with the unit, department, or office that controls the online resource where the content is located. Ultimate authority for the approval or removal of content on Institution Online Resources rests with the President of the institution.

- a. **Cybersecurity** – Any suspected unauthorized content should be immediately reported to the Institution’s Office of Information Security (security@valdosta.edu) for a review of any potential data privacy and cybersecurity concerns.

## Affected Stakeholders

Indicate all entities and persons within the university affected by this policy:

- Alumni
- Graduate Students
- Undergraduate Students
- Staff
- Faculty
- Student Employees
- Visitors
- Vendors/Contractors
- Other: \_\_\_\_\_

## Policy Attributes

<i>Responsible Office(s)</i>	Strategic Communications and Information Technology
<i>Approving Officer or Body</i>	University Council
<i>Date Approved</i>	University Council approved 02/28/2023
<i>Publication Date (if different than approval date)</i>	
<i>Next Review Date</i>	03/01/2025



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## APPENDIX A Examples of Current Institution Online Resources

As of September 6, 2022 (this list is not exhaustive)

### Internet Domains and Websites

- valdosta.edu
- vstateblazers.com
- valdostastate.org
- blog.valdosta.edu
- valdosta-state-university.foleon.com
- catalog.valdosta.edu
- community.valdostastate.org

### Web or Mobile Applications

- Valdosta State University App
- BlazerLink App

### Social Media Accounts of Valdosta State University

- Facebook
- Twitter
- LinkedIn
- Instagram
- TikTok (cannot be downloaded or installed on a state device)
- Pinterest
- YouTube

### Listservs and Email Distribution Groups

- .edu (valdosta)

### Online Educational Resources

- Web pages managed by individual professors and staff members who share resources for course work and course-related topics of interest.

### Public Forums

- blog.valdosta.edu
- Valdosta State University app
- YouTube, Facebook, Instagram VSU profiles

### Exclusions

- vsuspectator.com
- Use or creation of Open Educational Resources (OER) published under Creative Commons licenses
- Use of copyrighted resources in accordance with Fair Use



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## APPENDIX B Policy Acknowledgement Form

### DEPARTMENT/DIVISION ONLINE RESOURCE MANAGEMENT PROCESS

*Instructions: Complete highlighted fields and return to the Office of Strategic Communications at [communications@valdosta.edu](mailto:communications@valdosta.edu).*

The following is the Department or Division's process for creation and management of online resources under the university's control:

- **Web domains:** The purchase or acquisition of a new web domain must be approved in writing by the Chief Information Officer. All institution web domains are maintained and managed by the Division of Information Technology. To acquire a new domain, contact [domainrequest@valdosta.edu](mailto:domainrequest@valdosta.edu).
- **Web pages:** Department or division supervisor must approve the creation of all new webpages managed by department or division name. Approval authority may also be delegated to another designated employee in the department/division for all departmental/divisional resources or for specific projects. Delegation will be documented in writing, which may be through an email sent to the designee. Department or division supervisor or their designee must also approve all content prior to publication on an institution webpage.
- **Web and Mobile applications:** The Division of Information Technology must approve the creation of all new web and mobile applications managed by department or division name. Approval authority may also be delegated to another designated employee in the department/division for all departmental/divisional resources or for specific projects. Delegation will be documented in writing, which may be through an email sent to the designee. Department or division supervisor or their designee must also approve all content prior to publication on an institution web or mobile application.
- **Official Social Media Accounts:** The Office of Strategic Communications must approve the creation of all new social media accounts managed by department or division name. Approval authority may also be delegated to another designated employee in the department/division for all departmental/divisional resources or for specific projects. Delegation will be documented in writing, which may be through an email sent to the designee. Department or division supervisor or their designee must also approve all content prior to publication on an institution social media account.
- **Other online resources:** Include other written approval process(es) as needed that may be specific to the department or division
- **Deletion of obsolete resources:** Department or division will periodically review its inventory of online resources and purge those that are no longer needed in accordance with any applicable [records retention policies](#) and procedures.

\_\_\_\_\_  
**Department Head/Unit Director**

\_\_\_\_\_  
**Date**