INTERNET PRESENCE COMMITTEE

Minutes

September 19, 2013

Members Present: Sharon Ashton, Lucy Croft, Marianne Jaffee, Torrey Ogden and Lance Taylor

Others Present: Dmitriy Bond, Cathy Cole, Deb Miller, Linda Mobley, Jamie Spruell, Bruce Turner and Marian Watters

1. Faculty Association Updated Website Approval

   www.unf.edu/unffa

   Reviewed website – not all of the archived content has been migrated (backfill will be completed over time). Marianne Jaffee will change the footnote regarding agenda packets to say “We are in the process of backfilling this content; please contact us if you can’t find what you are looking for.” The date in the footnote will be removed. The monthly schedules will also be updated.

   Once the new website goes live the old site will only be accessible offline.

   ✓ Motion made to approve and go live after the campus has been informed; Faculty Association website update approved and passed.

2. Social Media Best Practices

   The key word in all social media is flexibility. As a committee and university we need to realize social media has to be flexible.

   Other .edu sites that were reviewed for their best practices had common aspects and concerns such as the need for two-way communication, response to feedback received, privacy issues, etc. After reviewing UNF’s current social media guidelines it was found that most of these aspects are already in place.

   Social media should be supplemental with no duplicate information; the official UNF website should always be referred back to for complete information. There should be one message, one brand and one university. We need to stop thinking in terms of official webpages and ask if it is an official UNF communication.

   There was discussion regarding the CIRT Innovation Symposium site that was created in Wordpress. Wordpress was utilized for its ease of use and timeliness. It only took 24 hours to get the site up and CIRT did not have to go through ITS who would have had to prioritize projects and it may have taken more than 24 hours. IPC was assured the items in this site that violate the visual identity guidelines would be addressed.

   It was decided the University’s Web Publishing policy, Internet Presence Committee bylaws and UNF’s social media guidelines need to be reviewed.

   ACTION ITEM: Lance Taylor will review the expanded scope of the IPC Bylaws; all other committee members will review our social media guidelines and note best practices.

Next IPC Meeting September 26, 2013
Alumni Hall, Building 60, Alumni Boardroom - 2nd Floor