

Berry College Web Resources - Purpose and Appropriate Use Guidelines

Berry.edu

The chief purpose of the Berry College website is to advance the college's mission, brand and message(s) while providing relevant and timely information to core constituents.

This includes the development of visual and well-written content for:

- Telling the Berry story while sharing the beauty of the world's largest campus
- Engaging prospective students, their families, students, alumni, donors, friends, the media and the surrounding community
- Effectively publicizing college departments and programs
- Celebrating the accomplishments of faculty, staff, students and alumni
- Promoting the importance of meaningful student work and a well-rounded liberal arts education

Other information provided through the Berry College website includes promotion of campus activities, news, events and issues. In many cases, berry.edu also acts as a central access point for other Web resources on campus. The strategic direction for and publishing to the website is managed by the Office of PR and Marketing which reserves the right to review and edit content at its discretion.

Appropriate Use: Through the assistance of trained content posters or E-communication Services, department heads and administrators must utilize berry.edu when publicizing college departments, programs or events. Berry.edu should also be used when the college or a department/program of the college needs to communicate information digitally to constituents that would NOT be considered "internal", private or intended to only be consumed by a select group. All information published to berry.edu will use approved templates and structure, and must convey the brand consistently as is also referenced in this document. Though E-communication Services provides assistance in the creation and publishing of content to berry.edu, each department owns and is responsible for ensuring the accuracy, currency and compliance of its content.

VikingWeb.berry.edu

VikingWeb has two primary uses: to serve as the college community's portal and as the learning management system. You will find forms and other documents specific to Berry students and employees on the site. Some of the features/functionality on VikingWeb include:

- Advising features
- Course management
- Budget lookup
- Course registration, grades and transcripts
- Ability to see account balance and pay tuition

VikingWeb is managed by the Office of Information Technology.

Appropriate Use: Faculty are strongly encouraged to utilize VikingWeb for attendance, coursework, gradebook, and communication with your students. Departments should use VikingWeb for material and information that is intended for the Berry community (faculty, staff, and students). Examples include

Sites.berry.edu

Sites.Berry.edu is an easy way for Berry College faculty to create personal web space supporting their professional and educational activities at Berry College. Powered by WordPress, there are lots of resources available including themes, plugins and user documentation to help you design and manage your new website. Sites.berry.edu is managed by the Office of Information Technology.

Appropriate Use: Sites.berry.edu should be used by faculty and staff to support your professional and educational activities at Berry. Since the add-ons (themes, plugins and widgets) are developed by third parties, they must be vetted before installation by an administrator. Please submit your request to computing@berry.edu and allow five business days for completion. In general, you should look for add-ons that have a number of good reviews and have been updated regularly by the developer. Themes should be unique, easy to use, well documented, free, and responsively designed. OIT reserves the right to deactivate or uninstall an add-on at any time if the security or functionality of the network is threatened.

Mediaspace.berry.edu

MediaSpace is a cloud-based video management and lecture capture platform hosted and built by Kaltura. MediaSpace gives faculty the ability to easily share media with students without the common concerns of media size limits, varying screen sizes, limited download speeds, and privacy issues.

Mediaspace.berry.edu is managed collaboratively by the Office of Information Technology and by the Office of PR and Marketing.

Appropriate Use: Access to mediaspace.berry.edu is available through the site directly or through your course on VikingWeb. Only administrators can publish public content – requests to have content made public should be submitted to computing@berry.edu.

The Berry College Brand and Web Resources

The brand “marks” and “styles” of Berry College were developed to convey the brand consistently and visually to all audiences and to protect the brand equity of the institution. It’s the responsibility of every administrator, faculty and staff member, and student worker to be good stewards of the Berry brand by protecting its perception and reputation.

Berry College Web pages, Web applications and electronic publications are official college publications. The thematic elements and content of these publications are the property of Berry College except as provided for in the Berry *Intellectual Property Policy*, or when created and used by faculty members for academic purposes. As official Berry College publications, they are subject to the college’s *Graphic Style Guide*. Use of the college name, symbols, emblems, logos and/or colors must follow rules set forth in this guide. Pages, content and data that constitute these publications must also comply with this policy as well as other policies as adopted by Berry College.