

1.32 – WEBPAGES OF UNIVERSITY UNITS AND GROUPS

Effective: May 1, 2025

Purpose: This policy establishes standards for the creation and maintenance of webpages developed by official units, departments, or recognized groups at Emporia State University (ESU), ensuring alignment with the University's mission, compliance with applicable laws, and respect for the First Amendment rights of students, faculty, and staff. It also governs the use of ESU logos, marks, and branding in connection with such webpages.

Scope: This policy applies to all webpages that are developed, hosted, or maintained by:

- Academic or administrative units;
- Recognized student organizations;
- Research centers, institutes, or other campus groups officially affiliated with ESU.

This policy does **not** apply to personal webpages of students, faculty, or staff unless such webpages imply official university endorsement or affiliation.

Policy Statement:

Freedom of Expression

ESU supports and upholds the principles of free speech and academic freedom in accordance with the First Amendment to the United States Constitution. Webpages created by campus units and groups may reflect a diversity of viewpoints, provided they do not represent themselves as official positions of the University unless expressly authorized.

No content on a unit or group's webpage shall be restricted or removed solely on the basis of viewpoint, except where such content:

- Violates state or federal law (e.g., obscenity, defamation, incitement to imminent lawless action);
- Constitutes harassment or discrimination as defined under applicable university policies or law;
- Violates privacy or confidentiality laws (e.g., FERPA, HIPAA);
- Infringes upon intellectual property rights.

Official Use of Logos and Marks

Only University units, recognized student organizations, and sanctioned University initiatives that have obtained approval of the University's Marketing and Communication unit may use the University's official logos, seals, and other brand identifiers.

All uses must conform to the Emporia State University brand guidelines, which is maintained by the University's Marketing and Communication unit.

Prohibited Uses

No group or unit may alter ESU marks or create derivative logos that could confuse the public or imply an official relationship or endorsement without prior written approval.

Use of ESU branding in connection with unlawful, obscene, defamatory, or misleading content is strictly prohibited.

Disclaimer Requirement

Webpages expressing viewpoints or content not officially endorsed by the University must include the following disclaimer, prominently displayed:

“The views and opinions expressed on this page are those of the author(s) and do not necessarily reflect the official policy or position of Emporia State University.”

Hosting and Accessibility

All webpages hosted on ESU servers or under ESU domain names must comply with applicable accessibility standards (e.g., WCAG 2.1, Section 508).

Webpages must comply with university cybersecurity protocols and hosting requirements as set by Information Technology (IT).

Maintenance and Oversight

All webpages for University units, recognized student organizations, and University sanctioned initiatives shall be developed and maintained by the University’s Marketing and Communication unit unless otherwise approved. Each campus unit or group is responsible for regularly reviewing and notifying the University’s Marketing and Communication unit of necessary updates to their webpages to ensure accuracy and compliance.

The University Marketing and Communication unit retains the authority to remove or modify content that violates this policy, applicable law, or University standards.

Compliance

Violations of this policy may result in the suspension of webpage hosting privileges, referral to the appropriate disciplinary process, or other actions as deemed appropriate by university administration.

Definitions: All words and phrases shall be interpreted utilizing their plain meanings unless otherwise defined in University or Board of Regents policy or by statute or regulation.

Procedures: All procedures linked and related to the policies above shall have the full force and effect of policy if said procedures have first been properly approved by the University’s administrator in charge of General University procedures.

Related Policy Information: 1.17 – Media Relations, University Marks, and Printing;
[University Brand Guidelines](#)

History: Adopted: XX/XX/2025 [Policy 1.32 – Student Accommodations approved by the President]

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