

# Faculty Web Presence

## Guidelines of engagement for the faculty web pages

### Marketing

- Managing the information architecture (site structure) of public Curtin websites to align user journeys and best practise
  - Includes approving the addition of any new pages
- Managing and implementing any large product or structure changes which will impact the website

### Faculty or School

- Editing / updating existing content
  - Including replacing old news stories, adding new content, refreshing content
- Creating new content as required
- Ensuring content is accurate and relevant for the audience

## Understanding our audiences

Different areas or pages of the website are targeted at different audiences, therefore the content on the website needs to be placed in the right section to meet the audience expectations. A breakdown of audience types and destinations can be found below:

Audience & Content Type	Destination	Content Editors
Industry & Academics	Faculty pages within the 'About' section of the website (including schools, disciplines etc.)  Example page: <a href="#">Business and Law - Faculty page</a>	Faculty or School  <i>Access to edit any existing content within the site structure</i>
Future Students	Study areas and course pages, in the 'Study' section of the website  Example page: <a href="#">Business Management and Law - Study Area page</a>	Marketing  <i>Requested changes to be lodged via the <a href="#">Brand Portal</a></i>
Current Students	Current student projects for specific schools or faculty placement information  Example page: <a href="#">Business and Law - Industry Experience</a>	Student Experience  <i>Requests are via email to the Student Experience Team <a href="mailto:DSE@curtin.edu.au">DSE@curtin.edu.au</a></i>

## Recommended process

1. Plan your content
  - It's critical to understand what content you currently have vs what should be developed.
2. Assess your content based on the audience you're trying to reach
  - Understand which areas of the website the audience are visiting, to decide where the content should be housed (see 'Understanding our audiences' table above)
3. Ask yourself, can the content fit into an existing webpage, or does it require a new page?
  - A new page should only be created if there is a substantial amount of content that does not fit into another page, but does provide value to the audience.

Once you've gathered the above information, you can do one of the following:

**Update a page within the faculty/school section of the website for industry and academics** - (e.g. <https://about.curtin.edu.au/learning-teaching/business-and-law/>)

Update/add content to an existing page:

1. Communicate with the person in your faculty/school (not University Marketing) who has access to update the website, and submit your request to them.
  - a. Note: Website training has been provided by University Marketing to the Faculty.
2. Complete your website updates, and submit the page to the website workflow.
3. Marketing will review, approve and publish the update.

Requesting a new page:

1. Fill out a Marketing [brand portal request](#) to request a new page. Add as much detail and rationale to your request as possible.
2. Marketing will assess and review the request.
3. If approved, a new blank un-published web page will be set-up for you in the website.
4. You'll be notified once the blank page is set-up, and then you'll be required to follow the steps above to 'Update/add content to an existing page'.

**Updating web pages within the study website for future students** (e.g. undergraduate, postgraduate, study area pages - <https://www.curtin.edu.au/study/study-areas/> )

1. Fill out a Marketing [brand portal request](#) and include the page URL and proposed content.
2. Marketing will assess, review and implement the request if suitable.
3. You'll be notified once this request is complete.

**Updating web pages within the students website for current students**  
(<https://www.curtin.edu.au/students/>)

1. Email your request to the Digital Student Experience Team ([DSE@curtin.edu.au](mailto:DSE@curtin.edu.au)).

2. Include the page URL and proposed content.
4. The DSE team will assess your request and contact you.

### **On-going content management**

It is critical that you're responsible for maintaining any new content you add to the website, to ensure it is up-to-date, accurate and valuable.

Information that is older than a few years may be removed and replaced by University Marketing, particularly old news articles or stories that are referenced as supporting content.