UF/IFAS Web Content Management Standards and Guidelines

As a unit within the University of Florida, all IFAS-developed standards and guidelines MUST comply with UF IT and Web policies, acceptable use and digital standards, as well as any relevant laws governing information and platforms by a public institution. In addition, UF is required to adhere to ADA compliance standards, which are set to update in the spring of 2026.

As a result, governance and management of UF/IFAS digital platforms and content can be confusing, with responsibilities that can be both collaborative and hierarchical. This can result in, at times, restrictions that can conflict with what units may want to accomplish with their site. The key to success is communication between roles, understanding the complex environments, and a shared vision that the end result should be useful and relevant for our visitors and stakeholders.

The vast majority of UF/IFAS websites are currently managed via the TerminalFour (T4) content management system (CMS), with an integrated blogging platform (WordPress Multisite) and Google calendars.

- The platforms (T4 and WP Multi-site) are selected, owned, approved and paid for by UFIT.
- UF/IFAS IT works to ensure the IFAS web infrastructure system is working, secure and assessable
- The IFAS communications web team provides system training, development of new capabilities and system management.

Standards and Guidelines for EDIS/Ask IFAS content are outside the scope of this document.

Overarching Rules, Regulations and Policies

University of Florida

- Web Services Digital Standards: https://webservices.it.ufl.edu/digital-standards/
- Policy Number 12-002: Acceptable Use Policy: https://policy.ufl.edu/policy/acceptable-use-policy/
- Policy Number 12-013: Electronic Information Technology and Communication Accessibility Policy: https://policy.ufl.edu/policy/electronic-information-technology-and-communication-accessibility-policy/
- Intellectual Property Policy: https://generalcounsel.ufl.edu/media/generalcounselufledu/documents/Intellectual-Property-Policy.pdf

Federal

- Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments https://www.ada.gov/resources/2024-03-08-web-rule/. Here is the link to the full rule updating ADA regulations.

Standards and Guidelines

This guide details governance details outlining responsibility for the decision-making, management, maintenance, and archiving of UF/IFAS web-based content, both for the general public/external user and content intended for IFAS faculty and staff. It also links to other supporting material. At the bottom of the table, you will find definitions clarifying the terms process, policy, standard and guideline.

Goals for web content management

- ADA Compliance
- Improved user experience
- Improved search results
- Reduced risk for IFAS and the university as a whole

Table of Contents

This document will be updated regularly to reflect new guidance and findings.

Platform selection and decision making

	Current Tool(s)	Responsibility and Review	Process*	Standard*	Guideline*
Platforms for Public Facing content – Websites and Blogs	• T4 – websites • Managed WordPress Multisite: Blogs.IFAS platform Custom sites should follow third-party guidelines Notable Exceptions (UFIT and IFAS Web are aware): IFAS assessment uses ProcessWire,. Ask IFAS is on HTML5 and maintained/ developed by IFAS IT	Selection of web CMS tools for the university: UF IT; UF/IFAS IT; IFAS communications with IFAS Web representation. System review considerations and timelines: • Contract renewed annually. • UF Risk is assessed every three years. • Reviewed for security/compliance, the ability to lock down the system and manage access, user interface, role granularity, vendor support, maintenance costs, CENTRALIZED storage and support (on premise or cloud). Etc.	IFAS T4 Onboarding + UF and IFAS T4 Mandatory Training for UF users. Lab Sites (5 or 6 tiers)- T4 with Moderator or Central support by IFAS web team. Upon request, lab sites in T4 can be exported as a standard HTML file, zipped and provided to faculty upon separation from the university. Faculty request building and maintenance through Workfront for Central Support.	UFIT Web Services Digital Standards	IFAS Web Template Guidelines for web templates and resources. Third-party custom sites **Content Management System Review:** Every five years, beginning in 2025, a small committee from IFAS IT, the web team, web builders/system users and communicators will review approved web platform options and provide recommendations on whether the current platform continues to meet our needs.
Platform for Public Facing content - Web Applications	Microsoft infrastructure compatibility	IFAS Web – Brand & Style IFAS/IT and UF Risk Assessment	1.Use UF Figma Tool 2. Download UF Base tech stack 3.Apply IFAS Web Template Guidelines	UF Base tech stack (HTML, CSS, and JS)	IFAS Web Services Guidelines - Third-party Builders, Contractors, Custom Web Applications

Platform for content intended only for IFAS faculty, staff	SharePoint	IFAS/IT Web builders, others	Use Web Content decision tools to determine audience which leads to platform selection.		This document sets the guideline.
Look and Feel of Content, Branding & Style	• UF Brand Standards • IFAS Brand Standards	UF Strategic Communications and Marketing UF/IFAS Communications IFAS Web		UF Brand Center IFAS Brand Center	IFAS Web Template Guidelines based off UF Mercury.
Content Standards (types, origin, stewardship)	• Content Decision Tool • Site Audit Guide • UF SiteImprove (Evaluation Reports)	IFAS Web Builders IFAS Web IFAS IT	Use SiteImprove to monitor site health and goals Use audit and content decision tools to determine which content is appropriate to keep, update, move or archive.	• WCAG 2.1 AA (Accessibility) • 8th Grade, Flesh-Kinkaid (Readability)	UF Editorial Style Guide Draft – UF/IFAS Web Services: Writing Tips SiteImprove reports can be shared with non-users: links to reports can be exported in bulk

![UF/IFAS University of Florida logo]

Governance of Quality Web Content

	Current Tool(s)	Responsibility and Review	Process*	Standard*	Guideline*
Old, out-of-date, or inappropriate content	SiteImprove and T4 analytics	IFAS Web Services Content Contact (if contact is no longer with UF, the Unit Leader or current site moderator is responsible for the content unless a new contact is designated)	NOTE: This is the process of any content that may need to be archived: IFAS Web Team will notify contact of outdated sites or sites that do not meet current required branding and accessibility standards. If after two notifications and contact attempts over a six-month period there is no response, the content will be removed/archived. This will include email and phone outreach. This content will not be restored in its original state. Administrative Removal Pending Review – for legal or HR issues, inflammatory content. A "temporarily unavailable" error code should be returned explaining it has been taken	This document sets the standard.	This document sets the guideline. See How to do a Content Review

			down for administrative review.			
Inaccessible content		IFAS Communications			[Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments | ADA.gov](#)	
Abandoned content (i.e., with no current contact or moderator)	SiteImprove and T4 analytics	IFAS Web Services Content Contact (if contact is no longer with UF, the Unit Leader or current Site Moderator is responsible for the content)	Web Team will notify contact of outdated sites or sites that do not meet current required branding and accessibility standards. If not a UF employee? Determine efficacy of content. Efficacy determinations made in concert with the "home" department for the topic. If none, remove/archive content.			Review Process below
Content that does not comply with true (original) source principles (Duplicated content)		IFAS Web/Communications Moderators	Notify the Moderator to remove duplicate posting and link to the true source. If no response, automatically remove by contacting the Web Moderator and/or IFAS Web Services.	This document sets the standard.		
Low-traffic content (Ex: A page that	• Review digital analytics in	• IFAS Web Services • Web Moderator/Publisher	Determine type of content (bio page, old	This document sets the standard.		

hasn't been visited in +5 years)	UF/IFAS D.A.D. tool • SiteImprove	• Web Author/Contributors • Content Reviewers	programming); determine from there. If content is valid but poorly placed, recommend consolidating low hit content by merging with higher hit pages with similar content.		
Archiving (removing content from UF/IFAS servers/sites)		• IFAS Web Services • IFAS/IT • Content Contact • IFAS Communications	Wayback Machine (Internet archive) IFAS Web Services downloads and zips; sends link to contact. IFAS/IT maintains copy of zip archived. See ADA standards. IFAS Communications via EDIS Librarian submits to UF Digital Collections .	Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments The Department of Justice published a Notice of Proposed Rulemaking (NPRM) on July 20, 2023.	These are the guidelines for the exception for web content that does not meet ADA requirements for Archived Web Content.

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Content Stewardship

Stewardship of content typically falls to the author, unit/program head, or their designated contact. In web governance, the steward manages or contributes content to a site. This person should be able to make recommendations and decisions about the relevance of content (ex: is it outdated? Accurate? True Source). Maintenance of content should be in service to the intended audience and in compliance with current web standards, not for convenience.
UF IPP https://generalcounsel.ufl.edu/media/generalcounselufledu/documents/Intellectual-Property-Policy.pdf

	Current Tool(s)	Responsibility and Review	Process*	Standard*	Guideline*
Academic or Creative Content Created by Faculty For example: presentations and recordings, videos, blog posts, etc.		• Faculty Creator • Unit Head or Extension Program Leader or their designated faculty contact.	Unit Head is responsible for material published by their department, which corresponds to the lead author or contact.		
True Source Principles (Minimization of duplicated content)		• Moderator / Contributor	Material created by within the unit by Author, Unit/Program Head, academic or program staff should be relevant to the site and its intended visitors. Material created OUTSIDE of this group, but relevant, can be linked to its True Source (the original location of the material). Examples: HR material is the purview of HR and should not be re-posted on other sites but can be linked to.		This document sets the guideline. For EDIS: Link to, do not repost EDIS doc (use Extension Publications widget in T4) * Best Management Practices for EDIS Publications

			EDIS documents should be linked to rather than downloaded and re-posted.		
All Other Web Content	T4 Workflow (if needed)	• Web Moderator/ Publisher • Web Author/ Contributors • WordPress – Blog Editors • Subject Matter Experts • IFAS Web - Lab Sites for Faculty with Moderator or Central Support.	• UF IT: T4 Mandatory Training • IFAS T4 Mandatory Training Additional specialized training: • [IFAS T4 Training Hub](#) • [Blogger Resources](#)	[UFIT Web Services Digital Standards](#)	This document sets the guideline.

Website Content Review

	Current Tool(s)	Responsibility and Review	Process*	Standard*	Guideline*
Text Accessibility, Links & Misspellings	• UF SiteImprove • Email • T4 Workflow (if needed)	• **NON-Extension Unit Domain Liaison/Moderator – get reminders**; Unit Head (as a cc for reminder). • **Extension County Domain:** CED will get reminders and should forward to their Moderators. • **Extension NON-County Domain (Programs, Extension Main, etc.):**Liaison/Moderators will get reminders. • **Subject Matter Experts** for: Extension Main website; Extension County websites; Extension Program websites	T4 Site Owners will receive weekly and quarterly SiteImprove reports for all their site(s) to identify site performance and issues. Unit Leaders will get copies of the main site reports	This document sets the standard.	[Website Content Auditing](#) **Frequency** –Quarterly for reports; Annually for all sites as needed when branding or other standards are changed.
IFAS Review Tracking		Web Moderators and Contributors.	• Pre-Review – Track changes in a Word Document • Establish your unit's content update workflow by identifying key media and pages needing review or replacement, like the Annual Report. Then, contact IFAS Web Services to set up your T4 workflow."	This document sets the standard.	

			• For existing websites conducting a content review, use this basic Website Content Inventory sheet to decide what to keep or toss when you create your new website. • Post-Review (Optional)-Attach a T4 Workflow for important media reviews, such as Annual Reports.		
Image Accessibility	UF SiteImprove and T4 Media Tool	• NON-Extension Unit Domain Liaison/Moderator – get reminders; Unit Head (as a cc for reminder) • Extension – Subject Matter	Images should have alt text and should not contain text on top of the image. • Pre-Review – Use UF's SiteImprove tool to view images that do not meet accessibility and performance standards. • Post-Review - Use the T4 Media tool to check the history and usage of media, including location and last modified details. • Post-Review (Optional)-Attach a T4 Workflow for		**Frequency** – Quarterly and Annually for all sites as needed when branding or other standards are changed.

			important media reviews, such as Annual Reports.		

Non-Compliant Sites / Platforms

	Current Tool(s)	Responsibility and Review	Process*	Standard*	Guideline*
Non-Compliant sites are those that do not meet the current required standards but contain current content of value.		• IFAS Communications - Review • IFAS Governance Committee - Recommend • IFAS Web – Take Action	**Example:** Draft of notification process. **Example:** Draft for exceptions and approval. "Pulled for Administrative Review" temporarily unavailable status to allow for immediate take down if necessary.	This document sets the standard.	This document sets the guideline.
Non-compliant platforms containing IFAS-owned content. (Example: Program information on Google sites)		• IFAS Web/ Communications -Review • UFIT	When a non-compliant site is found or reported, IFAS web notifies the site contact to offer options to move to IFAS platform. UFIT may also consider removing content if university policies are found to have been violated.	University-related work should be shared on university-supported platforms. Google Sites, while part of the university document ecosystem, are not compliant for development of external-facing web content. As of April 10, 2025, sharing settings for content on Google Sites has been limited. This will result in web sites that are not fully 'public,' creating barriers to access.	Why are they not appropriate? • Cannot be guaranteed to be ADA compliant; puts UF and IFAS at risk. • They are outside of platform integrations that provide security and required ADA. • Not accessible for branding updates. • Emergency access not available.
Vanity URLs /domains		IFAS Communications Web Team	Vanity URLs are redirected to IFAS URL when building the site.		URLs should be purchased long term to avoid others purchasing the URL when

					ownership lapses and then pointing to content that does not align with UF/IFAS (Ex: porn sites, sales sites, etc.). Ownership of vanity URL/Domain names should be held by/transferred to IFAS Web Team to ensure monitoring, timely renewal or site removal happens on regular schedule.

*Definitions:

- **Policy**, which is mandatory and broad, binding at the UF level
- **Standard**, which is specific, enduring, and also binding at the UF level, with examples such as branding and specific language or terminology
- **Guideline**, which is general and settled, serving as an anchoring tool at the IFAS level, including resources like our content decision tree and review processes
- **Process**, which is narrow and reliable, providing anchoring at the IFAS level for tasks such as adding a header image or creating a new page on your site.

How To Do a Content Review

It is recommended that web content be reviewed every six months so that the information users find is always up-to-date and relevant to today's needs. If the information isn't current, it should be updated with new information, archived in the UF Institutional Repository, or taken down from the server.

Goals

- ADA Compliance
- Improved user experience
- Improved search results
- Reduced risk for IFAS and the university as a whole

Helpful Links

- [IFAS T4 Training Hub](#)
- [Web Content Auditing](#)
- [Adding Alt Tags](#)
- [Web Accessibility Checklist](#)

Web Content Review Checklist

Outdated information should be updated, archived or removed from the site.

Tools:

- SiteImprove
- D.A.D. Analytics
- T4 Media Library and Workflow
- Adobe Acrobat PRO

1) Review Content Accuracy & Relevance

Begin with the homepage and work your way down the site navigation. Look in T4 to view the last time each page element was updated.

- ✓ Use D.A.D. analytics and SiteImprove to identify low-performing pages.
- ✓ Assess whether the page is outdated, duplicative or necessary.
- ✓ Determine if low traffic is acceptable for a highly specialized page.
- ✓ Check that contact information is correct.
- ✓ Click ALL page URLs to ensure they are live and correct.
- ✓ Confirm dates, statistics and references are current.
- ✓ Programs/services reflect current offerings.
- ✓ Remove time limited and outdated events and announcements, unless required (example: curricula or grant-required documentation).
- ✓ Remove PDFs, presentation decks, and other documents older than three years. Ensure event information is current (old information for an annual event, for example, can be confusing when searching for the current event).
- ✓ If an old PDF gets high traffic, use the content to create a webpage instead.
- ✓ If keeping: Update content and link to related content for performance boost.
- ✓ Remove information that should be or is housed elsewhere (you can link to it instead):
    - o HR information should only be on the HR website
    - o Internal process information for faculty and staff should be moved to Sharepoint or other internal platforms.
    - o Ensure no protected personal or student information is shared, in accordance with UF privacy policies.
    - o EDIS documents should be posted using the EDIS widget in T4 to ensure the most recent version of the document is shown. (Do not save EDIS docs as PDFs and repost.)

2) <u>Review Accessibility Compliance & SEO</u>

These next steps will need to take place within T4 Media Library.
- ✓ Ensure images have ALT text for screen readers: a brief descriptive sentence.
- ✓ Complex images (infographics, charts, figures, etc.) need ALT tags and a more detailed description.
- ✓ Use descriptive link title text that explains what information you will find if you follow the link. (do not use "click here")
- ✓ Ensure forms have concise and simple language for labels with clear instructions.

Outside T4
- ✓ Use https://tinypng.com to compress images before uploading—ensure file size is high quality, under **1 MB** and format is web-optimized (JPG or PNG).
- ✓ <u>For those PDFs that remain on the site, verify PDF Accessibility:</u>
  - o Use Adobe Acrobat PRO document properties to add the title, subject, keywords and auto tagging, or contact IFAS Communications if remediation is needed.
  - o Avoid images of text, or text on images as they are not usable by screen readers. (logos are ok)
  - o Use accessibility checker function.
  - o ALL documents posted should be clearly dated.

Contact webteam@ifas.ufl.edu to publish your updated website. (Contributor Level Only)

<u>Additional Review Considerations</u>
- ✓ Search UF/IFAS for similar content to avoid duplication.
- ✓ Review staff photos, titles and bios every six months.
- ✓ Annually review key pages with department heads for relevance.
- ✓ Replace old images in the Media Library with updated versions only if content is still current.
- ✓ Ensure imagery is high quality and reflects Florida's population.
- ✓ When removing content from a page, also considering from the media library if it is likely not to be used again (example: outdated conference agenda).