



LSU Web Standards Policy

Version 1.0

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Introduction

This policy will run along-side the Corporate Image Policy but specify the items which must appear on any club or society website.

The objective of this policy is to give Clubs and Societies the freedom to use external websites, whilst maintaining close links to the Union central website and ensuring pages on the Union remain useful to all students.

Body

Each affiliated Society or AU Club will receive their own section on the lufbra.net website. Students will inevitably use the Union website as their first point of call when attempting to join a new society and hence it is required that these sites contain, as a minimum:

- Name of Society
- Contact Information
- Brief description of activities and training times
- An Image depicting the Club or Society

Clubs and Societies will be fined for each item not present on their site in accordance with the fining structure laid out in LSU Corporate Image Policy.

Should any club or society wish they may also have an external website, however it is important that this site demonstrate the affiliation of the club to Loughborough Students' Union with, as a minimum:

- Appropriate logos (either AU/Socfed or Union)
 - o These logos should be in a sufficiently prominent position. (Sufficiently prominent means that, on opening any of the club/society pages it is immediately apparent that they are affiliated to LSU without the need to scroll)
 - o These logos should be of greater size than any other commercial sponsor
- There must be a link back to the relevant section (either lufbra.net/au or lufbra.net/socfed)

Again, should any of these items be missing the offending club or society will be fined in accordance with Fining section of this policy.

It is important to note that any external websites are used in addition to the endowed lufbra.net site, and so should a Club or Society have an external website they must adhere to all of the minimum standards set out in this policy.

Fining Structure

Omitted items will be fined at £10 each (i.e. missing Name and Contact info will be a £20 fine). It is important to note that the goal is not to over-fine but to encourage adherence to the minimum standards, therefore clubs and societies will only be charged for an omission once per category e.g. if 2 pages are missing the Union logo the fine will still only be £10.

Should a corporate sponsor's logo appear larger or more prominently placed than the appropriate LSU logo a fine of £50 will be incurred.

Auditing

LSU Marketing Department will arrange for monthly Web Audits where the entire lufbra.net site will be audited to check for the above criteria. If any Club or Society is found to not meet the criteria they will be given notice via email of how much they will be fined; funds will then be removed from their account automatically.

New Committee Instruction

To avoid situations where Club or Society Committees are uninformed of this Policy, it shall be the duty of AU President and the SocFed President to ensure adequate training is given to Committee during the organised training of the Spring Term.

At these training sessions the relevant Committee members shall be asked to sign an agreement stating they have received training on this policy, its implications, and how they can avoid incurring any fines. Once this agreement has been signed fines may be levied as warranted.

Incumbent Committee as at 10th November 2011

All Incumbent Committees will have been informed of LSU Corporate Logo Policy and any infringements of their website or promotional materials. As such they will be held to the standards set in this policy, and fined should any infractions occur, following the November Web Audit.