



WEB POLICY

BIKSHU UNIVERSITY OF SRI LANKA

Policy Title	Web Policy
Policy Number	03/2024
Approval Authority	The Council of the Bhiksu University Sri Lanka.
Date of Approval	13.09.2024
Next Scheduled Review	In a cycle of five years or as need arises
Review Date (s)	
Edition No.	01
Date of Effect	
Enforcement Authority	The Vice-Chancellor of the Bhiksu University Sri Lanka.
Operational Responsibility	The Chairman of the University Website Management Committee of the Bhiksu University of Sri Lanka.
Description in Brief	<p>This policy aims to guide the community of Bhiksu</p> <p>University of Sri Lanka (BUSL) on publishing or planning to publish content on the websites of the University, aligning with the objectives, values, and educational goals of the University.</p>

Contents

1. VISION OF THE BHIKSU UNIVERSITY WEBSITE.....4

2. MISSION OF THE BHIKSU UNIVERSITY WEBSITE.....4

3. OBJECTIVES OF THE WEB POLICY.....4

4. SCOPE.....4

5. CONTENT POLICY5

 5.1 Website Structure5

 5.2 Content Policy and Standards for the University Website.....6

 5.3 University Marks.....7

 5.4 Required Identifiers and Content7

 5.5 Page Titles8

 5.6 Duplication of Information.....8

 5.7 Currency.....8

 5.8 Links.....8

 5.9 Colours8

 5.10 Text.....9

 5.11 Frames9

 5.12 Review.....9

 5.13 Language9

 5.14 Copyright.....9

 5.15. Other Requirements of the University Websites.....9

6. HOME PAGE10

7. RESPONSIBILITIES FOR WEBSITE MAINTENANCE, AND CONTENT AUTHORIZATION.....10

8. ROLE OF THE WEBMASTERS11

 8.1 University Webmaster.....11

 8.2 Deputy Webmaster.....12

 8.3 Faculty Webmasters12

 8.4 Department Webmaster.....12

 8.5 Library Webmaster.....12

 8.6 Other Webmasters12

 8.7 Workload of a Webmaster.....12

 8.8 Web Masters’ Responsibilities.....13

 8.9 Webmaster’s Ethics.....13

9. ACCESS POLICY14

10. STANDARD SIZES FOR CONTENT DESIGNS..... 14

 10.1. Social Media Posts 14

 10.2. Documents..... 14

 10.3. Blogging & E-Books 15

 10.4. Marketing Materials 15

 10.5. Social Media & Email Headers 15

 10.6. Events 16

 10.7. Ads 16

11. TERMINOLOGICAL CLARIFICATIONS (DEFINITIONS) 16

WEB POLICY OF THE BHIKSU UNIVERSITY OF SRI LANKA

1. VISION OF THE BHIKSU UNIVERSITY WEBSITE

To serve as a primary digital platform for engaging with all stakeholders of the Bhiksu University of Sri Lanka (BUSL), fulfilling their informational needs, and establishing the University as a central hub for Buddhism.

2. MISSION OF THE BHIKSU UNIVERSITY WEBSITE

To provide timely, accurate, and secure dissemination of the information related to Buddhist teachings, research, University activities, and services, while maintaining the privacy of all stakeholders and offering web-based Buddhist educational services.

3. OBJECTIVES OF THE WEB POLICY

1. To facilitate easy access to Buddhist educational resources for the students, the staff, and the global community.
2. To enhance the local and international presence of the University in the field of Buddhist Education.
3. To ensure web accessibility for a diverse audience interested in Theravada Buddhism.
4. To comply with legal and ethical standards relevant to Buddhist teachings and education.
5. To maintain industry best-practice standards in web development, focusing on Buddhist content.
6. To improve user experience for those seeking information on Buddhism.
7. To optimise web content for search engines, focusing on Buddhist academic materials.
8. To provide consistent visual and content standards that reflect Buddhist values and aesthetics.

4. SCOPE

This policy governs all individuals and Departments within the University responsible for publishing or planning to publish content on the University's websites, ensuring alignment with Buddhist principles and teachings.

5. CONTENT POLICY

5.1 Website Structure

The University website is organized into various sections, each serving a distinct role in providing comprehensive information about the activities and offerings of the University:

5.1.1 Faculty Sites:

1. Each faculty member within the university maintains an official site under its subdomain.
2. These sites provide information and services pertinent to their respective faculties.
3. Links to Departmental sites and other relevant pages are included within each faculty site.

5.1.2 Department Sites:

1. Official sites for each recognized Department are maintained.
2. These sites offer detailed information about academic, administrative, and research activities and services specific to each Department.

5.1.3 Site of the Library:

1. The official site for the library is maintained.
2. This site contains information related to the library.

5.1.4 Sites of Institutes/ Centres/ Units/ Committees:

1. Official sites for each recognised institute, centre, unit, or committee are available.
2. These sites contain information related to academic, administrative, and research activities of the respective entities.

5.1.5 Administrative Sites:

1. Each administrative branch of the University has its official website.
2. These sites feature information about the services they provide, including online services where applicable.
3. Student/Alumni Organisation Sites:
4. Official sites for recognised student and alumni organisations are maintained.
5. These sites detail the activities and functions of these organisations.

5.1.6 External Sites:

External sites, not directly supporting teaching and academic research, may be linked upon strict justification and subject to continuous monitoring. This allows for a broader range of information and resources to be accessible through the web platform of the University.

Note: The Webmaster can decide and develop an architecture based on the information architecture and demand of the pages. Therefore, the revamping committee/webmaster committee can decide on the website architecture timely.

5.2 Content Policy and Standards for the University Website

5.2.1 Free Expression and Pursuit of Knowledge:

The academic process of the University values the free expression of ideas and the pursuit of knowledge. The Faculties, the staff, and the students are encouraged to publish freely and openly. Publications must adhere to the acceptable use policies of the university, and legal and ethical requirements, both of the University and the country, including copyright law.

5.2.2 Compliance and Removal Policy:

Pages that do not comply with these legal and ethical requirements will be immediately removed from the web server. The University Webmaster reserves the right to remove pages that do not meet the University's standards. Individuals needing assistance with compliance should contact the University Webmaster.

5.2.3 Website Consistency and Accuracy:

All websites of the University must be current, accurate, and consistent. Departmental, Instructional Support and student organisation sites must adhere to the University Design Standards as specified in this policy.

5.2.4 Official Information and Disclaimers:

If an online document is not the official version, an explicit disclaimer is required. This disclaimer should inform users and provide a link to the official version of the text.

5.2.5 Design and Navigation Elements:

Specific elements must be consistently present on all Departmental and Instructional Support sites for easy identification as part of the University's web network. Effective navigation elements should be incorporated to facilitate efficient access to University web information.

These design elements aim to improve the interconnectivity of web pages, aiding users in identifying information sources, navigating the site efficiently, and saving time.

5.3 University Marks

It's crucial for visitors to immediately recognise that they are on the Website of the Bhiksu University of Sri Lanka. To ensure this, web pages must prominently display the University's primary branding elements, such as the logo or official colours. Specifically, the University's logo should be positioned in the top left corner of the screen and link back to the main webpage of the University. Furthermore, all pages linked to the University's site are required to include the following links in the top right corner of each webpage:

Home | Search | Contact Us

Moreover, each page should provide a link to the site's homepage and include connections to relevant University Faculties or Departments where necessary.

5.4 Required Identifiers and Content

Web pages need to make clear who is responsible for the content they present, with contact details displayed at the bottom of each page, including email addresses, phone numbers, and postal addresses (Please refer to 5.14).

Furthermore, Departments must feature specific sections on their websites:

1. An overview of degree programs and courses.
2. Profiles of staff members, which should cover their contact details, recent honours and publications, research areas, and direct links to their web pages/academic profiles and courses they teach.
3. Direct links to the syllabi for their academic offerings.
4. Optionally, Departments may also provide additional content that could be of interest, such as career opportunities related to the discipline, information about postgraduate programmes, alumni successes, faculty and student projects, or updates and news from the Department.

Note: All webmasters of the respective faculties, departments, and units should adhere to the layout, navigation structure, and information architecture guidelines provided by the Webmaster of the Bhiksu University of Sri Lanka.

5.5 Page Titles

Every web page must feature a distinct and descriptive title that incorporates the name of the Department or organization it originates from, as well as the University, ensuring no duplication across titles.

5.6 Duplication of Information

Web authors are encouraged to create links to information from outside their Department instead of copying it, whenever feasible. This approach guarantees that users access the most up-to-date information, such as the Course Prospectus and the Student Handbook.

5.7 Currency

Web pages must be regularly reviewed and updated as necessary.

5.8 Links

Each text link should be unmistakably marked as such, either through underlining or using a colour that stands out in contrast.

5.9 Colours

The official colours of the University are maroon and yellow, with maroon serving as the primary colour in website designs. The specific colour codes for University colours are as follows:

For MAROON:

- CMYK: C=27, M=100, Y=100, K=34
- RGB: R=136, G=0, B=0
- Web Hex: #880000

For YELLOW:

- CMYK: C=4, M=0, Y=93, K=0
- RGB: R=255, G=242, B=0
- Web Hex: #FFF200

Note: Provision of the website management committee must be taken for any other colour codes if they are used.

5.10 Text

For extensive text sections, fonts from the Sans family, such as Arial, are recommended, with a font size of either 10pt or 12pt. Text in large segments should appear in a dark hue against a light background to enhance readability. To highlight text, opt for bold or italic styles instead of underlining, as the latter may be confused with hyperlinks. The University webmaster may suggest any readable text fonts, including those available online, for use.

5.11 Frames

Web pages are advised against employing frames, as they present challenges in proper indexing and can complicate navigation within and between frame sets. Additionally, frames can hinder accessibility for users of assistive technologies. However, super administrators of the website are permitted to utilise frames, wrappers, and iframes.

5.12 Review

All content must be thorough, precise, and free from spelling errors. Before publishing on the web, web pages need to be tested across various browsers (such as Internet Explorer, Chrome, Firefox, Opera, and Safari) and operating systems (including Windows and Macintosh) to ensure wide accessibility. Additionally, particular care should be taken to verify the grammatical correctness of the web content.

5.13 Language

The main language for the website is English, yet webmasters from all Departments of the University are urged to also provide content in Sinhala, Pali, Sanskrit, Tamil, Chinese, and Japanese when and where necessary. However, they should follow standard official fonts. The use of offensive or demeaning language is strictly forbidden.

5.14 Copyright

Every site is required to comply with copyright laws and honour the intellectual property rights of others.

5.15. Other Requirements of the University Websites

1. To ensure clarity in both documents and graphics.
2. To Design pages with conciseness and strategic use of graphics to promote engagement with the web pages of the University and facilitate information discovery.
3. Pages should load promptly to avoid deterring visitors.
4. To avoid using large graphics that can slow down page loading times.
5. To avoid using acronyms without first providing their full form.
6. Refrain from using "under construction" notices or symbols.

7. To use official names for the Faculties, Departments, Units, and buildings of the University as recognised in University documentation.
8. Page publishers need to secure explicit written consent from the owners of images or photographs and individuals depicted in them before use.
9. To obtain explicit written permission from the rights holders for any copyrighted or trademarked material featured on a page.
10. Commercial advertising is prohibited on University sites, though logos and names from sponsors or partners may be displayed temporarily as part of specific collaborations or sponsorships.

6. HOME PAGE

The official website of the University is www.busl.ac.lk. This home page aims to offer an inviting, unique, straightforward, and user-friendly portal to the extensive information available on the internet servers of the University. The primary slider, highlighted news, latest news, and other content featured on the home page are to be curated in a way that reflects and supports the vision and mission of the University.

7. RESPONSIBILITIES FOR WEBSITE MAINTENANCE, AND CONTENT AUTHORIZATION

For all web services, websites, and web-enabled actions conducted on behalf of the University, a specific hierarchy of authority is in place. This structured system ensures that decisions, management, and implementation of digital initiatives align with the University's goals, policies, and regulatory requirements, maintaining consistency and quality across all online platforms.

Level	Authority (responsibility)	Maintenance (Accountability)	Domain Type
University main website	Vice Chancellor	University Webmaster	Domain
Faculty websites	Dean of the Faculty	Faculty Webmaster	Sub-Domain
Department websites	Head of Department	Department Webmaster	Sub-Domain
Institutes/Centers/Units/	Director of the Institute/Centre/Unit	Institute/Centre /Unit Webmaster	Sub-Domain
Library	Librarian	Library Webmaster	Sub-Domain
Committees/Councils	Chairman of the committee/Council	Committee/Council Webmaster	Sub-Domain
Administrative divisions	Registrar	Authorised officer	Sub-Domain
Student societies	Head of Department/Senior Treasurer	Department/Faculty Webmaster	Sub-Domain

8. ROLE OF THE WEBMASTERS

8.1 University Webmaster

The Webmaster of the University is a professional skilled in website design, development, web security, quality assurance, and search engine optimisation. This role is assigned for a three-year term. In cases where the Webmaster's technical expertise is limited, they are authorised to enlist the help of technical assistants, computer operators, or temporary staff to maintain and enhance the website's functionality, subject to approval from the Vice-Chancellor.

The University Webmaster plays a crucial role in designing, producing, maintaining, and supervising all sites under the busl.ac.lk domain, aligning with the University's commitment to teaching and research. As a consultant in web publishing and emerging technologies in web development, the University Webmaster collaborates with webmasters from various academic departments, administrative offices, and student organisations. Their goal is to ensure that information on the web is available and presented professionally, adhering to the University Web Policy.

1. The University Webmaster has the authority to make decisions in several key areas:
2. Adherence to web standards set by the World Wide Web Consortium (<https://www.w3.org/>)
3. Determining the Cookie policy of the University website.
4. Decisions regarding Robots.txt.
5. Granting FTP privileges to webmasters.
6. Allocating super admin privileges to webmasters.
7. Deciding server space allocation for each website (static or dynamic).
8. Configuring e-commerce facilities on the site.
9. Implementing Unicorn: Unified validator for websites and web pages.
10. Choosing Learning Management Systems for the University.
11. Setting the frequency and privileges for website transformation/migration.
12. Assigning privileges for Analytics to each webmaster.
13. Overseeing module and plugin development for the website.
14. Establishing the SEO policy.
15. Ensuring quality assurance of content.
16. Formulating the Backup policy, including internet archives.
17. Structuring the Information architecture of each website.

18. Managing subdirectory renaming.

19. Authorising additional services like apps on the website.

8.2 Deputy Webmaster

The Deputy Webmaster has the role of supporting the University Webmaster in executing the aforementioned responsibilities. Additionally, this position involves representing the University Webmaster in instances of their absence, ensuring continuity in managing and overseeing the various web-related tasks and decisions within the University's domain.

8.3 Faculty Webmasters

The Faculty Webmaster is tasked with the design, production, and maintenance of the website for their specific faculty. This role also includes overseeing the websites of various entities within the faculty, such as its Departments, ensuring that these sites are effectively managed and aligned with the overall objectives and standards of the Faculty and the University.

8.4 Department Webmaster

The Department Webmaster bears the responsibility for the design, production, and ongoing maintenance of the website for their specific Department. This role entails ensuring that the website of the Department is both functional and up-to-date, aligning with the broader objectives and digital standards of the University.

8.5 Library Webmaster

The Library Webmaster is tasked with designing, producing, and maintaining the website for the library. This role involves ensuring that the library's online presence is well-managed, up-to-date, and effectively serves the needs of its users, in alignment with the broader digital objectives of the institution.

8.6 Other Webmasters

Every webmaster assigned to different segments of the University, such as administrative divisions, centres, committees, councils, institutions, and units, is charged with the responsibility of designing, producing, and maintaining the websites specific to their respective areas. This includes ensuring that these websites are not only aesthetically pleasing and functional but also consistently updated and aligned with the University's overall digital strategy and guidelines.

8.7 Workload of a Webmaster

A webmaster is required to dedicate at least three hours (03) per week to web-related work. This time commitment can be incorporated into the webmaster's schedule, ensuring that

regular attention is given to the maintenance, updating, and development of the website under their responsibility.

8.8 Web Masters' Responsibilities

As a webmaster for a Department, Faculty, Institute, Unit, Library or the University, the responsibilities include:

1. Designing the website.
2. Developing the website.
3. Ensuring browser compatibility.
4. Maintaining compatibility across different platforms.
5. Testing the website on various devices and operating systems.
6. Guaranteeing the website's functionality and efficiency.
7. Regularly updating and refreshing the website content.
8. Expanding the website with more relevant content pages.
9. Creating functional and user-friendly websites.
10. Ongoing maintenance, configuration, and troubleshooting of the website.
11. Securing the site with firewalls and secure login pages.
12. Optimizing page load speeds and capacity.
13. Debugging, fixing broken links and images.
14. Updating content and reviewing for SEO.
15. Monitoring site performance metrics, like traffic and conversions.
16. Responding to and resolving user complaints.
17. Adhering to the University's website policy.
18. Overseeing the Online Learning Facility for the respective program.
19. Managing a blog and community page for each website.
20. Serving as a communication liaison for the study program, Faculty, Unit, Institute, or University.

8.9 Webmaster's Ethics

1. To abide by the University's web policy.
2. To avoid holding more than one webmaster position at a time.
3. To participate in regular meetings.
4. To attend special meetings as required.
5. To contribute knowledge and expertise to training programs.
6. To assist and support fellow webmasters in their improvement efforts.

7. To share expertise and knowledge through various channels.
8. To conduct a meeting with the respective Heads of the Department/Unit/Faculty to discuss website-related issues before the monthly webmasters' meeting chaired by the Vice-Chancellor.

Note: The Directors of Centers/Units/Institutes/Committees will become Webmasters by default. However, the Vice-Chancellor can appoint a nominated Webmaster in the Director's Webmaster position based on the Director's request.

9. ACCESS POLICY

Site/ Pages	Full Access	Limited Access	No access
All Websites of BUSL domain	Webmaster/Deputy Webmaster	None	None
Faculty Websites	Faculty Webmaster	-	All others
Department Websites	Departmental Webmaster	Faculty Webmaster	All others
Centre/Unit/Committee Websites	Centre/unit Webmaster	Relevant Faculty Webmaster	All others
Institute Websites	Institute Webmaster	-	All others
Administrative divisions	Authorised officer	-	All others
Student societies	Department/Faculty Webmaster	-	All others

10. STANDARD SIZES FOR CONTENT DESIGNS

Web content should follow these standard sizes.

	Content-Type	Size
10.1. Social Media Posts	Twitter Post	1024 px × 512 px
	Facebook Post	940 px × 788 px
	Pinterest Graphic	735 px × 1102 px
	Social Media	800 px × 800 px
	Facebook App	810 px × 450 px
	Instagram Post	1080 px × 1080 px
	10.2. Documents	US Letter Document
Magazine Cover		21 cm × 29.7 cm
Presentation Wide (16:9)		1920 px × 1080 px
Certificate		29.7 cm × 21 cm

	A4 Document	21 cm × 29.7 cm
	Resume	21 cm × 29.7 cm
	Letterhead	21 cm × 29.7 cm
	Yearbook	21 cm × 29.7 cm
10.3. Blogging & E-Books	Book Cover	1410 px × 2250 px
	Desktop Wallpaper	1920 px × 1080 px
	Wattpad Book Cover	512 px × 800 px
	Photo Collage	25 cm × 20 cm
	Blog Banner	560 px × 315 px
	CD Cover	1400 px × 1400 px
	Infographic	800 px × 2000 px
10.4. Marketing Materials	Poster	42 cm × 59.4 cm
	Menu	21 cm × 29.7 cm
	Flyer	210 mm × 297 mm
	Logo	500 px × 500 px
	Brochure	11 in × 8.5 in
	Gift Certificate	6 in × 4 in
	Business Card	8.5 cm × 5 cm
	Label	6 in × 4 in
10.5. Social Media & Email Headers	Facebook Event Cover	1920 px × 1080 px
	YouTube Thumbnail	1280 px × 720 px
	Tumblr Banner	3000 px × 1055 px
	YouTube Channel Art	2560 px × 1440 px
	Twitter Header	1500 px × 500 px
	Google+Header	1240 px × 700 px
	Etsy Shop Cover	1200 px × 300 px
	Etsy Shop Icon	500 px × 500 px
	Email Header	600 px × 200 px
	Facebook Cover	820 px × 312 px
	Twitch Banner	900 px × 480 px
	LinkedIn Banner	1400 px × 425 px
	SoundCloud Banner	2480 px × 520 px

10.6. Events	Postcard	148 mm × 105 mm
	Invitation (Portrait)	105 mm × 148 mm
	Invitation	14 cm × 14 cm
	Card	14.8 cm × 10.5 cm
	Tag	8.5 cm × 5 cm
	Program	21 cm × 29.7 cm
	Announcement	105 mm × 148 mm
10.7. Ads	Facebook Ad	1200 px × 628 px
	Wide Skyscraper Ad	160 px × 600 px
	Large Rectangle Ad	336 px × 280 px
	Leaderboard Ad	728 px × 90 px

11. TERMINOLOGICAL CLARIFICATIONS (DEFINITIONS)

Authorized Officer	The Authorized Officer is the Head of an administrative division and is responsible for the quality assurance and approval of their respective websites.
Content	Text, images, non-HTML files (such as PDF, Word and RTF documents), metadata, sound, animation, video, software, etc, whether combined or separately used on a website.
Currency	Regularly update the website to ensure all information is current, providing users with the most recent and accurate content.
Domain Name	A unique name that is used to identify a particular website and forms part of the URL, e.g. “www.busl.ac.lk” (domain name), http://www.busl.ac.lk (URL)
Home Page	The front page of a website or web interface
Search Engine Ranking	A ranking given to a search term in a list of results produced by a search engine
Site Authoriser	A staff member who approves website content created or updated by a relevant webmaster

Site User	A user visits a site and attempts to find information and interact with the site
The University	This term as referred to within the context of this Web Policy and all associated digital assets, denotes the Bhiksu University of Sri Lanka. This designation is based on the legislative provisions outlined in the Buddhasravaka Bhiksu University Act, No. 26 of 1996, and further amended by the Buddhasravaka Bhiksu University (Amendment) Act, No. 15 of 2012, whereby the original name "Buddhasravaka Bhiksu University" has been officially replaced with "Bhiksu University of Sri Lanka."
Web Page	Contains information and can be accessed through a web browser and displayed on a computer screen or a range of alternative viewing devices such as mobile phones and personal data devices.
Website	A collection of related web pages usually accessible via the internet and viewed in a web browser.

-END-