

Web Ambassadors Network Handbook

SUPPORTED BY OCM & THE HELP DESK

Table of Contents

- About the Network..... 3**
- Roles, Permissions & Responsibilities..... 4**
 - The Core Team:4**
 - The Web Ambassador Team:4**
 - Content Publisher:..... 4
 - Content Editor: 4
 - Calendar Editor:..... 4
 - Social Media Manager:..... 5
 - Responsibilities of all Web Ambassadors:5**
- Processes..... 6**
 - Some suggested processes:..... 6
- Appointment & Training..... 7**
 - Appointing a Web Ambassador7**
 - Training7**
 - Removing a Web Ambassador7**

About the Network

The UL Lafayette Web Ambassador Network is a program to connect individuals who are responsible for representing the University online.

The Web Ambassadors Network is comprised of the individuals across campus who support the development of University sites as well as the University's brand and online presence.

Led by the Office of Communication & Marketing's web team, Web Ambassadors have the opportunity to learn the ropes of website development, accessibility, and effective web communications. Each ambassador is dedicated to furthering their site's presence and improving online user experience.

We are proud of the outstanding group of faculty, staff, and students who help maintain and improve the University's online presence. Each of these individuals possess the following qualities:

- Willingness to go above and beyond normal duties
- Belief in the power of online communication
- Strong grasp of the University's mission and key messages
- Ability to learn new skills and share information
- Comfort with technology, though not much is required to be successful
- Access to information throughout their area
- Desire to grow as an ambassador and as an advocate for the University
- Excitement about learning something new

Roles, Permissions & Responsibilities

Within the Web Ambassador Network, there are several roles defined by permissions and responsibilities.

The Web Ambassador Network is made up of the following structure:

The Core Team:

- This team is made up of experts in web writing, development, site structures, communications, and training. With members from OCM, IT, and the Service Desk, the core team is a great resource for our web network.
- The members of the Core Team are the Site Admins.
- This team has universal access to the website and calendar where they can create, edit, and publish anything.
- This team is solely responsible for making revisions to the site maps and changing the navigation across all University sites.
- Can create universal content to be used across all sites.

The Web Ambassador Team:

The Web Ambassador Team is made up of your entire team of ambassadors in your department or office.

Content Publisher:

- This is the lead Web Ambassador for your team. They are responsible for leading their team and making sure all responsibilities are being met.
- These ambassadors are the liaisons between your team and the Core Team.
- Each department or office is limited to 2 Content Publishers.
- Can create, edit, and publish any nodes on their assigned microsite.
- Responsible for publishing content created or revised by Content Editors.

Content Editor:

- This role applies to each member of your team of Web Ambassadors who do the bulk of your site's content creation.
- Each department or office may have up to 3 Content Editors.
- Can create and edit any nodes on their assigned microsite.

Calendar Editor:

- This Web Ambassador is the member of your team that is responsible for posting events to your department's calendar and keeping it up to date.
- Can post events to their assigned calendar.

Social Media Manager:

- This Web Ambassador is the member of your team that is responsible for keeping your department's social media up to date.
- Has access to one or more of their department's social media accounts

Each University site must keep at least one active Web Ambassador, who is responsible for the development and maintenance of said site. If there is only one Web Ambassador for said site, the ambassador must take on the Content Publisher role.

Responsibilities of all Web Ambassadors:

- Performing regular content audits of all sites they are assigned.
- Performing content audits on the University's main site (Louisiana.edu) of all information for their department or office.
- Reporting bugs, misinformation, or errors as you come across them.
- Promoting the positive work being done by the University through online development.
- Developing new ideas and features for sites to utilize.
- Following training protocol and processes laid out in this handbook.

Processes

The way your Web Ambassador Team operates is mostly up to your team. As long as your team is meeting their expected responsibilities and is functioning well as a team, most of your processes are up to you.

However, there are some processes that you are expected to follow.

- Content Editors may create content for their site and save as a Draft where it is visible to those logged in.
- Content Publishers are the only ambassadors with the permission to publish the content to your live site.
- All Web Ambassadors must go through the appropriate training before gaining the access they are requesting.

Some suggested processes:

- The Content Editors may be responsible for contacting subject matter experts within their department or office in order to keep their site content up to date and relevant.
- The Content Publishers may be responsible for assigning which subject matter experts each of the Content Editors will contact.
- The Content Editors may be responsible for collecting contact information for student and alumni spotlights.
- The Content Publishers may be responsible for relaying that spotlight information to the Core Team so our Content Writer(s) can interview & write spotlights for the main site as well as your site.

-OR-

The Content Editors may be responsible for performing interviews & writing spotlights for your site and Content Publishers are responsible for relaying the best spotlights to the Core Team to pull onto the main site.

- If your site has a news or blog listing, the Content Editor may be responsible for creating news stories or blog posts regularly.

Appointment & Training

Only employees or students at the University can be Web Ambassadors. Outside parties are not allowed access to edit the websites.

Appointing a Web Ambassador

Only the Content Publisher can request the appointment of a new Web Ambassador to their website. The request for access must be made to the Web Team via this form:

<http://web.louisiana.edu/tutorials-resources/addremove-web-ambassador>.

If there is no current Web Ambassador, one can be requested by the senior-most person in an office, department, or college (i.e. the Dean or Department Head, etc.)

If the number of Web Ambassadors to a website is maxed out, the request must specify which ambassador should be removed.

Training

All Web Ambassadors must go through the appropriate training before they gain the access they are requesting. You will be assigned your training based on the request made.

All training is available on Moodle for you to get through at your own pace. You will not receive any access until all training is completed and approved by a member of the Core Team.

Removing a Web Ambassador

A Web Ambassador should have their access revoked if they leave the University or can no longer fulfill their Web Ambassador responsibilities. In either case, the Web Ambassador should have their access removed via this form: <http://web.louisiana.edu/tutorials-resources/addremove-web-ambassador>.

The Core Team reserves the right to revoke a Web Ambassador's access if they have not logged in to the site in more than six months or if the Web Ambassador's actions do not comply with the University's Web Policy.