University of Toronto Faculty of Information Council

Policy on Web and Social Media at the iSchool

1. Introduction

The web and social media presence of the Faculty of Information (iSchool) is an essential element in building the iSchool community and in promoting its academic mission, strategic vision, and educational goals and objectives, both locally and internationally.

2. Objectives

The objectives of the iSchool's web and social media presence are to:

a. Support the mission of the iSchool

- i. Focus all web and social media efforts to position the Faculty's online presence to be consistent with the Faculty's goals and objectives, as articulated in our <u>mission statement</u> http://www.ischool.utoronto.ca/mission-history; and
- ii. Create a virtual showcase of the achievements of the iSchool, including research accomplishments of its core faculty, teaching of its instructors, learning success of its students, career opportunities and contributions of its alumni, and the iSchool's engagement with scholarly, institutional, alumni, social, and business communities.

b. Provide targeted user experience

- i. Focus on targeted user experiences driven by our key audiences, including faculty, current and future students, staff, alumni, employers, visitors and neighbours, and the general public;
- ii. Open avenues for student/alumni/ faculty research participation and collaboration in projects and initiatives;
- iii. Serve as an effective informational and marketing tool for the Faculty and its audiences, enhancing the iSchool's online presence;
- iv. Enable audience self-sufficiency through social networking tools, simple site navigation, and encouragement of user feedback;
- v. Serve as a mechanism to allow completion of key functional processes;
- vi. Include capabilities for faculty and student interaction, discussion, and for sharing rich media content; and
- vii. Leverage social media to further Faculty goals.

c. Ensure accurate, timely, and relevant content

 Develop informational, educational, and engaging content that is presented in an attractive, consistent, and professional manner, thereby becoming an invaluable resource for the dissemination of current information related to the Faculty of Information and its audiences; and ii. Enable visitors to navigate the web site easily and effectively by providing userfriendly navigation and logically defined content areas, with content optimized for download speed and web accessibility.

d. Promote the contribution of managed content

- i. Support the implementation of solutions which allow non-experts to develop and maintain web content;
- ii. Promote the managed contribution of content and information to the website by a broad array of community members with content expertise;
- iii. Improve communication and collaboration among all those involved in the process of providing content to the Faculty website and social media by encouraging a sharing of expertise, capitalizing on re-use and re-purposing of resources, and increasing the value of all Faculty digital presence;
- iv. Foster an environment of distributed content creation and maintenance, allowing end users and clients to easily create, manage, maintain, and update the iSchool presence.

3. Conclusion

The Faculty of Information website and social media target prospective students and those who influence their decisions. Our website and social media must actively engage and interact with researchers, collaborators, alumni, and external stakeholders. Our information architecture needs to accurately reflect the targeted audiences, provide the information and activities they wish to perform, and allow for the call to actions we would like visitors to focus on. By engaging our audience and serving as a platform for collaboration and discussion, we will be creating a centre of focus for our Faculty and showcasing its innovative faculty, students, programs, and research.

4. Implementation and Updates to this Policy

The Faculty of Information, Information Services Committee is responsible for the oversight of this Policy, and consults and advises the iSchool Information Services unit on its strategic directions and implementation.

Due to the changing nature of web technology and social media, this Policy will be updated on an annual basis in the Fall Session by the Information Services Committee, with reference to its objectives and its implementation, particularly in regards to the uptake of new media and the discontinuance of less used media.

End of Policy

Approved by the Information Services Committee, Faculty of Information, November 18, 2011 Approved by the Faculty of Information Council, November 25, 2011