

Guidelines and rules for Karolinska Institutet websites

Ref: 1-657/2013

Ratified by the University Director, to be applied from 14/01/2014
inclusive.

Version 1.0.



**Karolinska
Institutet**

Guidelines and rules for Karolinska Institutet websites

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These guidelines describe how Karolinska Institutet websites are to be managed, as well as providing rules for their publication. The rules are to be applied by all employees, associated persons and persons who have been given the task of presenting Karolinska Institutet on the web.

The rules and regulations are to promote high quality websites so that usability and benefits for the visitor are as great as possible.

All websites in which Karolinska Institutet is the information provider are considered to be Karolinska Institutet websites and are subject to these rules. In some cases, responsibility may be shared with another organisation, in which case both organisations should be taken into account.

Responsibilities and roles

Responsibility for the content and accuracy of information on each website follows the order of delegation established at Karolinska Institutet. Every employee who publishes information is responsible for the content, and every web page must clearly indicate who is responsible for its content.

At each department, section, unit, centre, research group or equivalent, each prefect/head of section/ research group leader or equivalent has overall responsibility for the website in question and its compliance with any laws, regulations, ethical rules or other regulatory framework at KI.

All organisational units as above are to have a functioning organisation for their websites to ensure that quality and security are maintained.

Content

Content published on Karolinska Institutet websites is to be formulated so that it is clear that the university is the information provider. Publication on the university's web sites must comply with the instructions for web publishing at Karolinska Institutet.¹

The content should be structured on the basis of visitors' needs in the first instance and not on how the organisation is structured. It should be logical and easy for the visitor to find information on the website.

¹ "Guide för webbpublicering på Karolinska Institutet." Available on the KI internal website, in Swedish only.

Content intended for colleagues at Karolinska Institutet should be on websites aimed at internal target groups, such as the Internal Website. External target groups will find relevant content on external websites, such as ki.se.

Content must be correct and relevant at all times. Information that does not meet these requirements must be removed in such a way that it cannot be retrieved with the help of search engines or direct website addresses (URLs).

Ethics

As a public authority, Karolinska Institutet is obliged to provide a website that contains truthful and objective information. SUNET's ethical rules and the rules for the permitted use of SUNET must be complied with².

Web pages may not:

1. Contain material that contravenes applicable legislation, such as the Data Protection Act, the principle of public access to official records, the Personal Data Act and copyright law.
2. Contain material that is defamatory or offensive
3. Contain political, racist or religious propaganda or the spreading of opinions
4. Be used to disseminate material that may violate copyright regulations

Language

The content should be adapted to the target group in terms of language. We must try to keep the language as simple, consistent and clear as possible. There is support for Swedish and English pages on the websites ki.se and internwebben.ki.se.

Profile page

The content of a profile page is designed to give a picture of an individual employee - rather like an extended employee directory - at Karolinska Institutet and should be focused on that person's activities at KI.

Appearance

Websites with Karolinska Institutet as the information provider must comply with the graphical profile and Rules for the Karolinska Institutet brand platform as ratified on 14/06/2006.

The Karolinska Institutet logotype and visual identity may only be used on pages where the university is the information provider and employees in service are information owners; see also under "Domain" below.

² <http://www.sunet.se/Om-sunet/Policyfragor/Tillaten-anvandning.html>. In Swedish only.

Domain

The domain name is part of the graphic profile and the KI trademark. The general rule applies to the domains *ki.se* and *internwebben.ki.se* and their sub-domains. This means, for example, that web pages under *ki.se* must comply with the KI graphic profile and the domain structure *ki.se/institution* and *internwebben.ki.se/område*. Websites that are outside the domains *ki.se* or *internwebben.ki.se* may only use the KI graphic profile after approval by the Director of Communications.

If there is a need for another domain structure, the Director of Communications will make a decision in this matter.

Accessibility

As far as possible, websites are to be designed so that they are accessible and easy for visitors to use. Karolinska Institutet follows the guidelines from the World Wide Web Consortium (W3C)³ and its subdivision Web Accessibility Initiative (WAI).⁴

Personal web pages

Personal web pages/blogs/etc. that are not relevant to or directly related to the core activities of the university may not give Karolinska Institutet as the information provider or a URL with "ki" in the domain name.

Archiving and sorting

Information published on web pages is covered by the overall KI rules for registering, archiving and sorting.

Information to be registered and/or archived is printed on paper if there is no other procedure for its conservation. This should also be done whenever information is changed in a document.

Information published on the web that only constitutes a copy of the corresponding documents in paper format is not subject to this rule.

Appendices and relevant governing documents

- Editing organisation for departments
- Guide for web publishing at Karolinska Institutet
- Guidelines for social media

³ <http://www.w3.org/>

⁴ <http://www.w3.org/WAI/>