

UNIVERSITY OF LINCOLN  
COLLEGE OF SOCIAL SCIENCES  
ONLINE & CONTENT STRATEGY  
2016 – 2021

Version	Date	Author(s)	Notes on Revisions
0.4	12.10.2016	Sean Palfrey	Revisions
0.3	26.08.2016	Sean Palfrey	Revisions
0.2	18.08.2016	Harriet Gross	Revisions
0.1	13.07.2016	Sean Palfrey	Initial draft

**Summary:****Educate, Innovate, Co-operate, Proliferate.**

**Vision:** “By 2021 the University of Lincoln’s College of Social Science will be a cutting-edge institution committed to digital innovation in teaching, learning, and research.”

The College of Social Sciences Online & Content Strategy document lays out how we will improve the College/School corporate pages, improve the presentation of Course Pages, improve the use of blogs and their content, improve social media practice, optimise the use of digital signage throughout the college’s real world presence, look beyond social media to improve content delivery, and explore new and emerging technologies.

The Online and Content strategy will support the University of Lincoln’s goals in line with the Strategic plan for 2016 – 2021 as well as work in conjunction with the Student Engagement Strategy, External Website Publishing Policy, Research Strategy, Teaching and Learning Plan, Digital Education Plan, and the College of Social Sciences Strategic Plan.

To maintain the college’s vision for better student interaction with the college and schools, to improve social engagement, increase applications in line with the University’s goals and how ongoing projects can directly benefit current students and their employability.

We acknowledge the web is an ever-changing entity and we will aim to embrace this concept in order to keep a competitive edge in this market. We will do this by scouting for, evaluating, investing in, and embracing changes in technology.

The College of Social Science’s web presence will aim to support teaching and learning goals, student and public engagement, research dissemination, promotion of the University of Lincoln in line with marketing goals, delivery of high-quality digital content as widely as possible, access to data and resources.

We will measure outcomes and monitor the results of this strategy by defining the following key performance indicators and setting out an achievable timetable for their implementation:

- 1. To increase the College’s online presence by strengthening digital branding and content delivery mechanisms, as well as ensuring staff and student confidence to create original content.*
- 2. To develop a reputation as a cutting-edge college by use of new technologies and platforms to disseminate digital content.*

Roles and responsibilities for implementing this strategy and providing continuing support will lie with the Online Media Developer and Web/Multimedia Developer from the College, the Corporate Web Team, the Heads of Schools, Departmental Digital Leads, and staff overseeing research blogs and social media accounts.

The college will provide technical infrastructure in the form of corporate page management, social media tools, and blog templates. Lead in and support in the creation

of dynamic content such as video, audio (e.g. podcasts), graphics, and photographs. Roll-out workshops and training for the effective use of online platforms. Support staff in accessing and using hardware and software effectively within the schools. Create user groups in order to coordinate content, social media delivery, and facilitate discussion between leads and the college web development team to install confidence and up-to-date knowledge. Distribute easy-to-follow best practice guides on how users can generate content. Provide quality assurance by monitoring blogs and social media and providing reflective feedback where appropriate. Make sure there is clear guidance available so that staff can feel confident taking ownership of content production and directing students in the process.

Our aim is simple – to educate both students and staff to take ownership of digital content creation. To innovate in the use of new and existing digital technologies within the college. To co-operate and develop new partnerships to aid digital innovation. And to proliferate the use of digital technology in both the learning environment and in the creation of dynamic online content.

### Action Plan

<b>Key Ambition</b>				
<i>Key Performance Indicator – To increase the College’s online presence by strengthening digital branding and content delivery mechanisms, as well as ensuring</i>				
<b>Key Intermediate: Short-term (6-month – 1 year) Priorities</b>				
<ol style="list-style-type: none"> <li>1. Social Media Accounts</li> <li>2. Research Blogs</li> <li>3. Corporate Web Pages</li> <li>4. Digital Signage</li> </ol>				
Activity Strategies for implementation	Timescale	Resources: people, time, material etc.	Monitoring strategy	Evaluation Strategy (Success criteria)
<b>Priority One</b> SOCIAL MEDIA ACCOUNTS – Excess accounts to be closed and help guides for staff to be distributed.	By December 2016	S Palfrey, Staff with digital responsibility, Heads of schools	Quarterly Social media audit to be undertaken by Online Media Developer.	To see more usage of social media (posts) by accounts under the college umbrella. More traffic and engagement flow to accounts. More conversion to corporate website unique hits.
<b>Priority Two</b> RESEARCH BLOGS - To be transferred to new server and where appropriate updated to new template. Help guides for staff to be distributed and workshops arranged if needed.	By December 2016	S Palfrey, Staff with digital responsibility, Heads of schools	Quarterly blog review to be undertaken by Online Media Developer.	Increase frequency of posting. Increase in more dynamic content produced (Articles, photos, video). More sharing through social media.
<b>Priority Three</b> CORPORATE WEBSITE UPDATES – Web pages to be tidied up and updated in line with agreed	By March 2017	S Palfrey, Staff with digital responsibility, Heads of schools	To be reviewed in line with development	Compile a list of updates for each page and log their completion.

standardised layouts. Digital leads to report any changes and updates needed to the Online Media Developer. The Online Media developer to liaise with corporate web team regarding new template and creation of showcase tabs on course pages.			of new website template.	
<b>Priority Four</b> <i>DIGITAL SIGNAGE – Build awareness of the system and its potential use for information dissemination and make sure staff know who is responsible for creating updates.</i>	<i>By March 2017</i>	<i>S Palfrey, Staff with digital responsibility, Heads of schools</i>	<i>To be monitored by heads of school and reported back to S Palfrey.</i>	<i>TBC</i>

## Key Ambition

**Key Performance Indicator – To develop a reputation as a cutting-edge college by use of new technologies and platforms to disseminate digital content.**

## Key Intermediate: Long-term (1 year+) Priorities

1. Increase staff and student generated content
2. Explore new and innovative technologies
3. Integrate online and offline resources together
4. Expand the dissemination of research through new channels

Activity Strategies for implementation	Timescale	Resources: people, time, material etc.	Monitoring strategy	Evaluation Strategy (Success criteria)
<b>Priority One</b> <i>STAFF AND STUDENT GENERATED CONTENT – to increase staff and student developed blog posts, video, photography and other content to share via the blogs and social media platforms. Staff guides and help sheets to be distributed and workshops arranged where applicable</i>	<i>1+Year</i>	<i>S Palfrey, Staff with digital responsibility, Heads of schools</i>	<i>Quarterly blog review to be undertaken by Online Media Developer.</i>	<i>To see more usage of blogs (posts) by accounts under the college umbrella. More traffic and engagement flow to accounts. More conversion to corporate website unique hits.</i>
<b>Priority Two</b> <i>EXPLORE NEW AND INNOVATIVE TECHNOLOGIES – To continue to explore, develop, and invest in new and current technologies to continue to create cutting-edge content and reach a wider audience.</i>	<i>1+ Year</i>	<i>S Palfrey, Staff with digital responsibility, Heads of schools</i>	<i>To be reviewed in College management meetings.</i>	<i>TBC</i>
<b>Priority Three</b> <i>INTEGRATE ONLINE AND OFFLINE RESOURCES – by blurring the lines between digital and physical content within the university through use of Virtual Reality.</i>	<i>1+ Year</i>	<i>S Palfrey, Staff with digital responsibilities, student volunteers.</i>	<i>To be reviewed in College management meetings.</i>	<i>TBC</i>

<p><b>Priority Four</b>  EXPAND THE DISSEMINATION OF RESEARCH – By utilising new channels such as research-focussed social media, open source journals, and blog directories aimed at researchers. Help guides for staff to be distributed and workshops arranged if needed.</p>	<p>1+ Year</p>	<p>S Palfrey, Staff with digital responsibility, Heads of schools</p>	<p>Quarterly blog and Social Media audit to be expanded to include these. Review to be undertaken by Online Media Developer.</p>	<p>More traffic and engagement flow to accounts. More conversion to corporate website unique hits.</p>
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## Our Mission:

*“The College of Social Science will aim to take a leading role in supporting the University of Lincoln’s goal to deliver innovative, engaging, and dynamic digital content through its web presence in order to increase both public awareness of research areas and student recruitment, as well as to support digital learning and enhancing the student experience.”*

### 1. Context

The College of Social Science’s web presence will aim to support the following areas:

- Teaching and learning goals.
- Student and public engagement.
- Research dissemination.
- Promotion of the University of Lincoln in line with marketing goals.
- Delivery of high-quality digital content as widely as possible.
- Access to data and resources.

1.1 The College of Social Sciences has a publicly accessible and active web presence in order to play a vital role in delivering the University’s marketing and communication objectives in terms of student and staff recruitment, reputation management, information dissemination and engagement with business and prospective partners.

1.2 It is important that all web content is user-focused, up-to-date, reliable and accurate, corporately branded, meets University of Lincoln standards, is reviewed regularly and upholds the reputation of the University at all times.

- 1.3 The aim of the strategy is to improve College practices in regards to these through the use of the University corporate website, research and course blogs, and social media platforms. The vision, goals and objectives as well as the relationships with the overall University strategy will be defined, as will a provisional timetable of implementation.
- 1.4 This strategy relates to all public-facing websites and media under the remit of and accessible to the College web and online team. It does not incorporate internal systems such as the Portal, Blackboard, Library, and Finance etc. Personal web publishing by staff and students outside of the University network is not covered by this strategy

## 2. Objectives

- 2.1 The objectives are to create clear guidelines for staff in relation to the presentation, use and dissemination of content through online tools to ensure adherence to University policies, consistency of quality, knowledge of responsibilities and accountability, as well as future-proof practice.
- 2.3 This strategy will identify clear roles for staffs in relation to duties that will enable the successful implementation of this document.

### Timescales

- 2.4 *Social media*: We will agree to have the aforementioned changes to our current use of social media implemented by the end of September 2016(?) This will allow us to start fresh as a college in time for the new academic year 2016-17 and measure our success from this point onwards.
- 2.5 *Blogs*: We will agree to have the aforementioned changes to our current use of WordPress blogs implemented by the end of September 2016(?) This will allow us to start fresh as a college in time for the new academic year 2016-17 and measure our success from this point onwards.
- 2.6 *Corporate site*: The agreed changes are to be implemented in conjunction with the central web team between the end of September 2016 and January 2017(?) This process will need to be completed in cooperation with the central web team in order to make sure all updates to the main website are able to be fully integrated with the new website template due to be released in Autumn 2016.
- 2.7 *Future*: We will continually look to explore new technologies and look at new ways that the College and strengthen its digital reach. As a part of this process the college will prepare proposals at regular intervals for potential new practices starting in Autumn 2016(?)

### 3. Roles and responsibilities

- 3.1 *The College of Social Sciences Online Media Developer and Web & Multimedia Developer* positions will support staff with the setting up and updating of research blogs, administration and support of social media accounts, updating of the corporate website pages, and the development and sourcing of multimedia for publication including, but not limited to, video, photography, web copy, and audio capture. In addition to this they will provide consultation support on projects relating to the development of the College's digital evolution, provide qualitative and quantitative analysis of content and platforms, as well as providing training and support where appropriate.
- 3.2 *The Corporate Web Team* will manage and maintain the corporate website, including course pages, and offer help and support in the development of other independent websites. Monitor legal and ethical conformity. Ensure brand consistency. And provide assistance and feedback to colleagues where appropriate or when requested.
- 3.3 *Heads of Schools* will ensure websites and social media under their department are maintained and managed to corporate standards. In the event of staff absence or resignation they will make sure digital duties are redistributed accordingly. They will also regularly meet with Departmental Digital leads and staff with digital responsibilities to discuss any issues that may arise and any opportunities for further development and engaging students.
- 3.4 *Departmental Digital Leads* will help raise the standard of TEL practice in their School as well as encouraging innovation from their colleagues. Acting as a bridge between School academics and EDEU, Digital Leads feedback local issues and TEL needs for EDEU to take forward on an institutional level. They will support colleagues by *enabling them* to utilise available technologies in order to deliver digital teaching and learning goals. This may include showing colleagues how to use lecture capture software and advising them as to what is available. For deeper technical support the Digital Leads should refer colleagues to EDEU or the Online Media Developer/Multimedia developer as appropriate, and to report any faults to either the College Online Media Developer, the Corporate Web Team, or ICT Services as applicable.
- 3.5 Staff with Digital Responsibilities:
- Research leads: must ensure websites/blogs under their group's control comply with university policies, and that all content is accurate and up-to-date. Ensure that content guides and best practice guides are followed and develop publishing schedules for blogs and social media as appropriate.
- Social media leads: must ensure social network accounts under their department's control comply with university policies, and that all content is accurate and up-to-date. Ensure that content guides and best practice guides are followed and develop publishing schedules as appropriate.

### 4. Current position

- 4.1 Currently the College of Social Sciences outward facing digital platforms consist of the following:
- 4.2 *College / school pages* – those contained on the main website (<http://www.lincoln.ac.uk>). These are accessible via the Terminal Four content management system and will be undergoing a redesign led by the central marketing team in order to make them more dynamic and fit for purpose. The content of these pages can be updated and administered by both the Central Marketing team as well as the college's online media developer.
- 4.3 *Course pages* – Also contained on the corporate website (<http://www.lincoln.ac.uk>). These are also accessible via the Terminal Four content management system. However, access is limited to central marketing for updates. These will also be subject to the overall redesign of the corporate website.
- 4.4 *WordPress* – The WordPress blogging system is the primary vehicle for research and course blogs to create individual websites in order to present content. The system is accessible to all staff though permissions have to be granted to access the dashboards of individual websites. Currently there is no set template for the College's research blogs, however one is currently in development.
- 4.5 *Social media* – The College, as well as schools, research groups and some individual courses currently a presence on Twitter and Facebook. Account followers and frequency of posts vary between accounts and there is a lot of duplication of work that is counter-intuitive as a result. Most of the accounts are accessible via usernames and passwords held on a central document.
- 4.6 *Independent websites* – These are websites published by university departments outside the University's corporate domain. This occurs when a research group or a facility have commissioned independent website due to the available University resources not being able to meet the demands of the developments. These websites are developed in conjunction with the corporate web team who are involved in all stages of the process.
- 4.7 *Digital signage* – These are digital signs within the university buildings that display information relevant to students and the university. Some areas schools currently doing a lot to exploit this as an offline delivery system for news and events, although others are not.

### **Embracing change**

- 4.8 The web is an ever changing and ever evolving entity and the college needs to make sure it has a competitive advantage over rival institutions. To this end the college must scout for, evaluate, invest in, and embrace changes in technology and interaction that will ensure the university's ambitions to remain a cutting edge institution.



- 4.9 Content should reflect the dynamic environment of the university and be deliverable through different channels such as YouTube, Facebook, Twitter, and any other platforms that are deemed appropriate. To this end we will look to develop links with students and encourage them to contribute written and visual content for the blogs and social media as well as developing resources to embrace developing technologies such as 3D & 360° filming for corporate videos, and augmented/virtual reality applications.
- 4.10 Every effort must be made to follow upcoming trends in terms of new apps, platforms and social trends that would affect the delivery of content across different media. This will be done by regular engagement with students, staff, and monitoring of competitors.

### **Weaknesses**

4.11 These are the key areas where the College of Social Science aims to improve:

- i. Corporate page content – this is currently not subject to any coherent presentation, and the current layout fails to exploit the direction of traffic flow to the course pages.
- ii. Research blogs – the use of blogs is currently very limited across the schools. The primary use for them has been to publish news, which is not frequent, and link to social media platforms.
- iii. Social media – there are currently 27 social media profiles with some accounts having a healthy number of followers and posting frequently, while others have low numbers and tend to only repost from the main corporate accounts.
- iv. Digital signage – currently varies from school-to-school and it is not always visibly engaging.
- v. Discussions with Digital Leads have also revealed they are being asked to do things for staff rather than helping staff learn to do it themselves. That there is no clear guidance on what they should be doing and who to pass staff on to. Also, there are mixed messages coming to staff about what is allowed to be done and where things can be hosted. This needs clearing up before staff would feel comfortable taking ownership.

## **5. Challenges and opportunities**

### **Challenges**

5.1 *Strengthening digital branding*: On social media the use of hashtags currently varies and as a college it would be beneficial to utilise these not only to raise the visibility of social media posts, but also to extend our brand further into the digital sphere. The main university social media accounts already have a few standardised hashtags such as #UniLincoln, #UniLincolnPOTW, #LincolnHoodieLove, #definitelyLincoln, #UoLFriends16 #LoveLincoln etc. and to encourage the use of our own standardised hashtags within the college would strengthen our presence on social media not only amongst searches but also as a brand. To this end the college will make workshops available to staff who currently look after social media and blogs.

- 5.2 *Improving engagement and originality*: On social media engagement with the audience currently varies. Notifications can be easily missed, especially on busy days and over the weekend / holidays when a lot of social media posts from University accounts may be using scheduled posts. It is our aim to encourage good practice of trying to respond to mentions and messages within two hours, or if this is not possible to encourage the pinning of tweets/posts informing followers the account is not currently monitored. To this end the college will make workshops available to staff who currently look after social media and blogs.
- 5.3 *Adapt content and practice to the blogosphere*: The university blogs are currently primarily being used as a means of disseminating news and events. While important this is not the optimum use of blog sites. It is our aim to encourage the posting of original topical content including articles, videos, audio, and pictures that can be shared easily via social media. To this end the college will make workshops available to staff who currently look after social media and blogs.
- 5.4 *Improve outward facing presentation*: On the corporate website the school pages vary in their presentation, and it is not only our aim to standardise the look of the individual school and college pages, but to also add more dynamic elements to the course pages to showcase the work being done across the college. This would need to be completed in cooperation with the central web team and would also require schools to source content from students on their courses in order to build up material to add to the showcase tabs. Also practice regarding the use and presentation of digital signage needs to be improved across the schools and examples of good practice disseminated.
- 5.5 *Commitment to innovation*: Think critically and practically about how new trends in technology and media could benefit the creation of original content by the College of Social Sciences, improve interaction with current and potential students, and reflect the research being undertaken. This will need to include regular reports detailing proposals for the integration of new practices and technologies into the College and how they would benefit the goals of the university as a whole.
- 5.6 *Bringing the offline, online*: Leading on from the commitment to innovation, explore ways augmented/virtual reality apps and QR codes can be integrated into offline content such as digital signage displays, posters, buildings, and brochures. Explore ways in which these projects can be developed in conjunction with students as part of teaching and learning practices and the student as producer initiative.
- 5.7 *Define 'quality'*: Disseminate clear guidance as to the levels of quality expected for content on different platforms. For example, lecture videos on blackboard will not need to be presented as a corporate video for the main university site as it is an internal product focussed on presenting information. Photos / video for social media can be more informal as they don't adhere to a strict tone. Also blog posts about research would not need to be as long or as formally presented as a journal submission – rather it would be an overview of the paper with a link to it.

## Opportunities

- 5.7 With the redevelopment of the corporate website there will be an opportunity to advise on how the web pages for the college could be laid out, and to implement the inclusion of showcase tabs on the course pages which will show off more dynamic content and show links to blogs and social media.
- 5.8 With a research blog template currently in development this give us the opportunity to ensure the blogs have a practical and adequate presentation that will ensure continuity of presentation. There is also an opportunity to push the blog as a more dynamic platform to be utilised to engage students as a publishing platform and learning tool.
- 5.9 The university's social media landscape is complex and would benefit from many low-activity accounts being trimmed in order to channel more content through the bigger accounts and ensure consistency of message. There is also an opportunity to develop the college and university's social media branding through the use of custom hashtags.
- 5.10 Utilise digital signage as an offline content delivery mechanism to publicise web content and direct student/public interest to these areas.
- 5.11 Looking beyond social media as a content distribution mechanism to making the blogs more engaging and sharing these through a number of online tools to further their reach and create authoritative presence in their own right.
- 5.12 Developing the links between digital and physical media utilising emerging and established technologies to enhance the physical media produced by the college such as QR codes and augmented/virtual reality mobile applications.
- 5.13 In order to support the development of these opportunities as a college we will aim to:
- Provide technical infrastructure in the form of corporate page management, social media tools, and blog templates.
  - Provide and support in the creation of dynamic content such as video, audio (e.g. podcasts), graphics, and photographs.
  - Provide workshops and training for the effective use of online platforms.
  - Provide support in accessing and using hardware and software effectively within the schools.
  - Provide opportunities to create user groups in order to coordinate content, social media delivery, and facilitate discussion between staff with digital responsibilities and the college web development team to install confidence and up-to-date knowledge.
  - Provide easy-to-follow best practice guides on how users can generate content.

- Provide quality assurance by monitoring blogs and social media and providing reflective feedback where appropriate.
- Make sure there is clear guidance available so that staff can feel confident taking ownership of content production and directing students in the process.

## **6. Measuring outcomes**

- 6.1 In order to measure how successful these changes are we will utilise tools such as social media audits, blog and google analytics to monitor numbers and engagement across the college/school web presence. These will then provide us with qualitative and quantitative data with which we can build a measurable timeline of improvements to practice that will allow us to plot further changes accordingly.
- 6.2 We will define key performance indicators that complement the overall university strategy to objective is to increase visitors from one million to 1.3 million to underpin our target increase in applications to 17,000, reduce bounce, and review and ensure compliance with tailoring content.

### **Priorities**

- 6.4 The immediate priorities are to implement the current recommendations for the College's social media accounts, corporate pages and blogs in a timely fashion in order to create stable platforms for further development.
- 6.5 The further development will see the continued creation of multimedia elements for the college and schools (as well as their research groups). This will also involve the use of student-led projects and the ongoing exploration of new technologies and platforms to enable the college, its staff, and students to achieve the goals set out in the university's strategic plan for 2016 – 2021.
- 6.6 Future priorities will include looking at emerging technologies and how they can benefit the college in order to best present the work being undertaken, improve interaction between current and prospective students, and also develop the college's reputation as a leader in the use of new technologies.

## **7. Student Engagement**

- 7.1 To compliment the student as producer initiative there will be an emphasis placed on student created content for blogs and social media including copy and video content that will allow the college and schools to tap into the valuable resources the students offer. This will in turn off the students a platform on which to showcase their skills and employability with practical involvement in the presentation of the University.

7.2 The views and opinions of students are important to the formulation of future strategies and regular feedback regarding the digital presence of the university as well as opportunities offer their own ideas for content should be a high priority to gather and collate. This could be done via student surveys online or through email, as well as by asking for feedback on the college page.

## **8. Strategy statement**

8.1 All outward facing digital content (corporate site pages, blogs, social media, and digital signage) must comply with legal standards such as Data Protection, Copyright, Disability & Discrimination, and CMA compliance with consumer law.

8.2 All design will be compliant with corporate branding guidelines.

8.3 Any external websites developed by university departments or research groups must adhere to the University web policy and be signed-off by ICT, Marketing, and communications.

8.4 All content must be accurate and up-to-date. Content must be, where possible, derived from primary sources to ensure it is definitive and authoritative. Any content that is illegal, offensive or may damage the reputation of the university will be removed in accordance with the ICT take-down policy (<http://www.lincoln.ac.uk/legal>).

8.5 Any advertising within the university's web presence must be agreed by the Marketing and Communications team and must be suitable for where it is being displayed.

### **Compliance**

8.6 Internal compliance: Failure to comply with this strategy can be a disciplinary matter which may have serious consequences under the terms of University regulations, contracts of employment, or other contracts or agreements.

8.7 External compliance: All web content, including websites, video, copy, photography, and graphics will be compliant with university publishing standards, as well as EU and UK legislation and regulations.

## 9. Annex: Relationship to other university strategies and plans\*

### 9.1 University strategic plan 2016 – 2021:

The university's vision as defined in the strategic plan 2016 – 2021 is to, *by 2021 be a global 'thought leader' for 21st Century higher education. We will be known for addressing the opportunities and challenges presented by the changing world by developing a new approach to education and knowledge development.*  
[https://www.lincoln.ac.uk/home/media/universityoflincoln/globalmedia/documents/UOL\\_Strategic\\_Plan\\_\(MAR,2016\),V5Final.pdf](https://www.lincoln.ac.uk/home/media/universityoflincoln/globalmedia/documents/UOL_Strategic_Plan_(MAR,2016),V5Final.pdf)

9.2 Integral to this is an innovative and engaging web presence through which the College of Social Sciences can deliver content that reflects this vision.

### 9.3 Student engagement strategy 2012 – 2016:

The university's vision as defined in the Student Engagement Strategy 2012 – 2016 is that *the university will be a collaborative endeavour where students are personally engaged in, satisfied with and proud of their time at Lincoln because they have been producers of their own and their peers' experience in rich collaborative partnerships with staff.*  
<https://www.lincoln.ac.uk/home/media/universityoflincoln/globalmedia/documents/SES.pdf>

9.4 Integral to this is to go beyond gathering student feedback and opinions and to source content for web publication directly from students and supporting them in taking ownership of the university's presentation.

### 9.5 External website publishing policy 2010:

The university's external website publishing policy is an interim document in order to *define regulations and guidelines for University staff when developing websites and publishing to websites which are visible outside of the University network. As well as to set standards for publishing in terms of procurement, development, management, content, branding, accessibility and legal compliance.*  
[https://ps.lincoln.ac.uk/services/MARCOMMS/Web\\_Team/Documents\\_Site/Document\\_Library/UL\\_web\\_policy\\_-\\_DRAFT.doc](https://ps.lincoln.ac.uk/services/MARCOMMS/Web_Team/Documents_Site/Document_Library/UL_web_policy_-_DRAFT.doc)

9.6 The College of Social Sciences online and content strategy is written with reference to this policy.

### 9.7 Research strategy 2011 - 2016:

The university's research strategy 2011 – 2016 states that *Research is central to the University's Strategic Plan 2011-2016, it signifies our commitment to innovation and is fundamental in our approach to supporting and engaging with the economic, social and cultural environment, whether that be locally, regionally, nationally or internationally.*  
<https://www.lincoln.ac.uk/home/media/universityoflincoln/globalmedia/documents/UoL-Research-Strategy.pdf>

9.8 The publication and efficient dissemination of news regarding development in research in the College of Social sciences is a vital part of this strategy. As is tailoring content to engage not just students and researchers but the wider web community to make sure that research based at the University of Lincoln is seen as authoritative and dynamic.

#### 9.9 Teaching and learning plan 2011 – 2016:

The university's teaching and learning plan for 2011 – 2016 states that *the aim of the plan is to provide the intellectual, technological and institutional resources for all students to enjoy an academically excellent student experience, as well as enabling them to contribute to the university's wider educational and social missions.*

<https://www.lincoln.ac.uk/home/media/universityoflincoln/globalmedia/documents/Teaching,and,Learning,Plan,2011-2016.pdf>

9.10 The College of Social Sciences use of web publishing tools and social media to disseminate news, event and research information is a key delivery mechanism.

#### 9.11 Digital education plan 2011 – 2016:

The University's digital education plan 2011 – 2016 *is designed to ensure that the University of Lincoln has a digital education environment which not only meets our communities' and stakeholders' immediate needs and expectations, but which also positions us well to prepare for and negotiate an uncertain digital future with confidence.*

<https://www.lincoln.ac.uk/home/media/universityoflincoln/globalmedia/documents/Digital,Education,Plan,-,Web,version.pdf>

9.12 The College of Social Science's commitment to investing in innovative practice and supporting the development of digital learning tools in order to facilitate confident and cutting-edge use of digital education.

#### 9.13 College of Social Science strategic plan 2016 – 2021:

The College of Social Science will *make a significant contribution to positive transformational change within local, national and international communities in response to emerging global challenges. Each academic and practice discipline can make a distinctive, unique and exciting contribution to this endeavour.*

<https://ps.lincoln.ac.uk/colleges/HLSS/Collegeinformation/College%20Structure/College%20of%20Social%20Science%20Strategic%20Plan%20October%202016.doc>

9.14 The College of Social Sciences use of online publishing tools and social media to disseminate news, event and research information is a key delivery mechanism.

\*Plans will be updated as new post 2016 versions are rolled out.