

School of Management Web Log (Blog) Policy and Administrator Guidelines

UB Information Technology (UBIT) recently installed WordPress on campus for schools and departments to use in creating and maintaining blogs. This implementation of WordPress enables UB to host multiple blog sites (at ubwp.buffalo.edu) using one central system and administrative interface. Blogs hosted using this system will experience better search-engine visibility and rankings than those hosted on WordPress.com among many other benefits.

The School of Management IT staff will work with UBIT to move existing blog sites to or create new blog sites at ubwp.buffalo.edu. Migrated sites will be branded as more closely affiliated with the School of Management and UB. School of Management IT staff will provide assistance to those who require it.

The administrator guidelines below are for those who wish to establish new or move existing blog sites to the UB hosted system.

A. A School of Management department that moves an existing blog site to--or creates a new blog site on--the UB WordPress installation must assume ownership and maintenance of the blog. It is recommended that any department responsibility for the blog site be distributed among multiple staff or faculty members to ensure content is added frequently and ensure succession planning.

B. Blog-site contributors within School of Management departments should post content that covers topics of interest to their audiences and relates to their departments.

It is up to each blog site owner to determine whether or not commenting on specific blog posts is allowed; the IT staff will not monitor comments. If commenting is allowed, staff should monitor comments for relevancy and remove any unwanted comments especially if moderation is disabled. By default moderated comments are enabled for the site.

C. We recommend that staff or faculty review and publish student-authored blog content to ensure it meets the department's objectives. Students should not be given administrator access to the WordPress console. Refer to <http://www.buffalo.edu/ubit/policies> for detailed information on university policies on computer and network acceptable use and related topics.

D. Departments will have a generic administrator account and password provided by IT. Do not alter the IT-assigned passwords. IT staff will alter them periodically. If departments wish to create an account or add a person to their administrator account, submit a request to mgt-wpit@buffalo.edu.

E. Users should work with the theme initially established for their sites. This theme will contain the School of Management logo, associated styles, relevant contact information and header link back to the main School of Management website.

F. School of Management blogs on ubwp.buffalo.edu are extensions of our website, and most guidelines that apply to our website (such as editorial/writing style and brand-and-identity guidelines) will also apply to school blogs. Best practices for social media also apply to school blogs. See the School of Management's [social media tips and guidelines](#) for more information.

Current and potentially new blog owners should comply with these guidelines in order to be considered official School of Management blog sites and branded with UB insignia. Those who prefer to keep personal blogs or prefer not to create or migrate their existing blog content to a School of Management blog are encouraged to maintain their blogs at a hosting site located outside UB. For questions or more information, contact the School of Management's [IT staff](#).