

SUSLA's Publishing Standards and Guidelines

Policies and Standards

Purpose

- **Identity:** Southern University at Shreveport branding allows visitors to recognize immediately a Web page's affiliation with SUSLA.
- **Usability:** Sites must be made as usable as possible for the widest audience. Sites optimized for usability are quick and easy to use, consistent in navigation and easy to understand.
- **Consistency:** SUSLA is committed to maintaining a high level of consistency across Web pages in different areas of the university's website.

SUSLA's Website

To ensure the SUSLA's website reflects the strategic goals of the university, the Web team has overall responsibility of the university website and home page content. Department sites are periodically checked by SUSLA's Web team for marketing, branding, clear communication, consistency.

Policy

Any Web document that represents Southern University at Shreveport or its official units, programs, departments or research facilities is expected to follow this Web style guide.

All departmental/unit Web pages are to adhere to SUSLA'S Web standards as outlined in this document.

SUSLA's Website/Campus Media Guidelines & Standards

- [Best Practices](#)
- [Campus Media Policy](#)
- [Content, Ownership and Updating Web Pages](#)
- [Homepage Rotation Policy](#)
- [Images & Graphics](#)
- [Links, File Names & Call to Action](#)
- [Marquee Policy](#)
- [Page Size](#)
- [Publication Policy](#)
- [Submit a Service Request](#)
- [Time & Date Style](#)
- [Webpage Guidelines](#)

SUSLA's Acceptable Use Policy

User must never divulge passwords to anyone.