**Application for new web content**

Applications for new web content are received by IT (Application Development Team) and approved by the relevant faculty or service marketing team.

Before applying for new web content, please consider the following:

* how your information will benefit your users and target audience.

Also, please check:

* if your information already exists elsewhere and the existing content needs updating or expanding
* if there is a more appropriate platform or existing parent website for your new content;

If so, please contact the site owner.

* if there is sufficient capacity/resource to ensure your web content remains up-to-date and compliant.

If you want help identifying a contact for an existing website or platform to see if it can hold your content or an update is needed, please contact the site owner. If you’re not sure of the site owner, contact IT Servicedesk with the URL of the site and they pass on the request.

1. **Your details**

|  |  |
| --- | --- |
| **Your name** | [TEXT] |
| **IT Username** | [TEXT] |
| **Department/School** | [TEXT] |
| **Telephone** | [TEXT] |
| **Email** | [TEXT] |
| **URL of existing website(s) – if applicable** | [TEXT] |

1. **Overview**

|  |  |
| --- | --- |
| **This web hosting request is:** | ( ) New  ( ) Additional content  ( ) Migration from legacy platforms |
| **Current URL** *If applicable* | [TEXT] |
| **This web content is for:**  *Select all that apply.*  *Note:  Personal websites are no longer supported. See our new online provision for* [***People profiles***](https://comms.leeds.ac.uk/websites/staff-profile-management/)[***Conference websites***](https://www.meetinleeds.co.uk/) *run through MeetinLeeds are generally produced through an external supplier.* | ( ) Faculty  ( ) School  ( ) Office  ( ) Service  ( ) Student organisation  ( ) Conference  ( ) Research project  ( ) Research theme  ( ) Research centre  ( ) Research group  ( ) Lab  ( ) Institute() Facilities( ) Virtual network  ( ) Virtual institute |
| ( ) Other  Details: [TEXT] |
| **Deadline for live launch. Please note any dependencies eg an event and time to produce and sign/off content:** *Please be specific so we can prioritise your request.* | [TEXT] |
| **This content will require maintenance and support until:**  *eg until 01/01/2019. For some sites there will be annual charge for hosting and support.* | [TEXT] |
| **Once your website reaches its end-of-life, does it need to be archived by the University?** *If yes, please state duration and reason, eg 3 years for REF purposes. This service may be chargeable.* | ( ) No |
| ( ) Yes  Details: [TEXT] |

1. **Details**

|  |  |
| --- | --- |
| **Name** | [TEXT] |
| **Budget**  *Code and allocation* | [TEXT] |
| **Owner name** *ie* *person responsible for the web content compliance and main point of contact.* | [TEXT] |
| **Editor name and email** *If different from above, ie dedicated author responsible for content management.* | ( ) I am the owner and editor |
| ( ) I have a designated editor  Details:  [TEXT] |
| **Key training sessions previously completed by owner/editor**  *Select all that apply.* | ( ) [**Writing for the web**](https://comms.leeds.ac.uk/websites/staff-profile-management/) **(includes search engine optimisation)**  ( ) Information security (basic and advanced) ( ) [**Google Analytics**](https://comms.leeds.ac.uk/websites/website-performance/)  ( ) Creating effective websites (CMS training) |
| **Names of key stakeholders involved in the project** *eg affiliates, partners, granting agencies, etc.* | [TEXT] |
| **Objectives**  *eg to promote a research discovery; to boost recruitment.* | [TEXT] |
| **Key message(s)**  *ie in short, what are you trying to say to your audience?* | [TEXT] |
| **How will you measure success?** *ie in six months’ time, what data will you use to determine the project has met its goals?* | [TEXT] |

1. **Audience**

|  |  |
| --- | --- |
| **Do you have any market/user research or insights to inform the website?** | ( ) Yes ( ) No |
| **Have you conducted a user-journey exercise to inform your content and a site plan?** | ( ) Yes ( ) No |
| **Who are you targeting?**  *Select all that apply.* | ( ) Prospective students  ( ) Teachers/parents  ( ) Enrolled students  ( ) International students  ( ) University of Leedscademic staff  ( ) Academic peers / influencers  ( ) Support staff  ( ) Alumni  ( ) Research funders  ( ) Business / industry  ( ) Prospective industrial collaborators  ( ) Government  ( ) Media  ( ) Members of the public |
| ( ) Other  Details: [TEXT] |
| **How and why will the intended audience reach your web content? Eg young people will use it to access support for mental health issues. We expect them to use mobile devices and the resources will be promoted through a wider communications campaign.**  *eg PG students will use the site to access research findings.* | [TEXT] |

**5. Content**

|  |  |
| --- | --- |
| **Do you have written text prepared for this content?** | ( ) Yes  ( ) No |
| **Who will be writing the content?** | ( ) Site owner  ( ) Colleagues  ( ) Agency/freelance  If so, please specify who…… |
| **What other assets are available for this content?**  *Select all that apply.* | ( ) Photography ( ) Video ( ) Audio  ( ) Documents |
| **Outline the business requirements. For example, ‘Users need to be able to search the site content’; ‘Users need to able to view news, ordered by date of publication’; ‘Users need to be able sign-up for a newsletter’**  *Select all that apply.* |  |
| **Do you have existing** [**social media**](https://comms.leeds.ac.uk/social-media/) **accounts you intend to associate with your web content? If so, please list:** | [TEXT] |
| **Do you intend to establish new social media accounts to be associated with your web content?**  **If so, please see** [**guidance and principles**](https://comms.leeds.ac.uk/wp-content/uploads/sites/7/2018/05/Social-media-guidelines-MAY18-WR.pdf)**.** | ( ) Yes  ( ) No |

1. **Website guidelines**

|  |  |
| --- | --- |
| **Do you agree to adhere to the** [**University of Leeds’ website regulations**](https://comms.leeds.ac.uk/websites/website-regulations/)**?** | ( ) Yes ( ) No |
| **Do you/website editor agree to attend** [**Writing for the web**](https://comms.leeds.ac.uk/websites/)**,** [**Google Analytics**](https://comms.leeds.ac.uk/websites/website-performance/) **, Information security (basic and advanced) and training on content management software?** | ( ) Yes |
| ( ) No  Reason: [TEXT] |
| **Do you agree to use the** [**University’s agreed design template?**](https://comms.leeds.ac.uk/wp-content/uploads/sites/7/2017/01/01600_IM-Guidelines-2018-WR.pdf)*If not, please explain your reason for an alternative template, eg equal partnership with other organisation or condition of funding.* | ( ) Yes |
| ( ) No  Reason: [TEXT] |
| **Do you agree to adhere to the** [**University of Leeds’ social media guidelines**](https://comms.leeds.ac.uk/design-and-print/identity-tone-of-voice-and-style-guidelines/)**?** | ( ) Yes  ( ) No |
| **Are there any legal issues, eg legislation applicable to your content, copyright, intellectual property, contentious issues, we need to consider?** | [TEXT] |