



# SPACE INSTITUTE

<b>UT Space Institute IT Procedure: Digital Presence</b>	
<b>Version: 1</b>	<b>Effective Date: 1/05/2026</b>

## Purpose

To provide guidance and structure for the campus to ensure that all websites, social media, and other digital assets comply with applicable laws and regulations and adhere to institutional branding standards.

## Scope

This procedure applies to University owned or managed Assets, Systems, and Resources only. It does not apply to Assets, Systems, and Resources not owned by the University unless specifically stated in the policy.

## Procedure

1. **Accessibility:** All websites will be checked and continuously monitored to ensure that they comply with UT's Digital Accessibility Policy by the designated campus or institute content manager/sponsor or communications office.
2. **Approval Process:** Any content must be approved by the designated campus or institute content manager/sponsor or communications office before it is released for public viewing. All content must follow institute branding guidelines.
3. **Design and Branding:** All campus or institute websites and digital content must comply with the University's design and brand guidelines. Any content must be approved by the designated campus or institute content manager/sponsor or communications office.
4. **Designated content manager/sponsor:** A designated content manager/sponsor will be responsible for:
  - Keeping information current.
  - Removing or archiving outdated or incorrect information.
  - Ensuring that the applicable communications and marketing office conducts periodic reviews of the website(s) for which the designated content managers/sponsors are responsible.
  - Engaging in ongoing professional development opportunities related to content management, compliance, digital accessibility, and best practices in communications to ensure their skills and knowledge remain current.
5. **Hosting Requirement:** All websites must be hosted on institute-managed infrastructure or via a service provider that the applicable campus or institute's office of information technology has approved.



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6. Security and Data Privacy: Departments must submit the digital content for review by the designated campus or institute content manager/sponsor or communications office. The reviewing office will verify compliance with legal, regulatory, and policy requirements. Approval must be granted before the digital content is published
7. Social Media: Departments must submit a formal request to the designated campus or institute communications office before creating any new social media account. The request must include:
  - Purpose and intended audience of the account
  - Proposed platform(s)
  - Plan for content creation and ongoing maintenance
  - Justification for why an additional account is necessary

**Account Use - Departments must:**

  - Follow institutional branding, accessibility, and content guidelines
  - Ensure that posts reflect the mission and values of the institution
  - Maintain professionalism in all interactions
  - Keep administrator information current
  - Ensure regular posting and engagement is appropriate to the platform
  - Monitoring account activity on a routine basis
  - Responding to inquiries in a timely and appropriate manner
  - Reporting any security concerns or unauthorized access immediately
  - Monitor comments regularly to identify inappropriate, threatening, or harmful content
8. Third-Party Content: All institute websites and other digital content must provide disclaimers when hosting third-party content. All third-party content must be approved by the branding authority to ensure that it is compliant with accessibility standards.
9. University Email Signatures: Email Signatures must adhere to standardized University branding requirements, including the exclusive use of approved University email signature formats. Email formats should be consistently presented within each campus and should be limited to communicating professional contact information and credentials. Alternative or personalized formats are not permitted.

## Exceptions

Campus or institute CIOs/DTLs are authorized to grant exceptions to campus or institute processes and procedures.

## Related Policies



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- [IT0001 – General Statement on Information Technology Policy](#)
- [HR0580 – Code of Conduct](#)
- [IT0002 – Acceptable Use of Information Technology Resources](#)
- [IT0004 – Information Technology Risk Management](#)
- [IT0005 – Data Categorization](#)
- [IT0014 – Information Technology Security Awareness Training Management](#)
- [IT0017 – Information Technology Incident Response Management](#)
- [IT0102 – Information Technology Asset Management](#)
- [IT0311 – Information Technology Data Access, Management, and Recovery](#)
- [IT0506 – Information Technology Account and Credential Management](#)
- [IT1318 – Information Technology Network Monitoring and Defense and Penetration Testing](#)
- [IT1516 – Information Technology Service Provider Management and Application Software Security Management](#)
- [IT4912 – Information Technology Secure Configuration Management](#)
- [IT7810 – Information Technology Vulnerability Management, Audit Log Management, and Malware Defense Policy](#)