At institutional level

1. Introduction
The University website (www.hkbu.edu.hk) is the official electronic information and service gateway for Hong Kong Baptist University. Its primary objectives are to:

- Provide a primary electronic means of communication linkage with various web surfers to keep abreast of the current affairs and latest developments of the University;
- Provide a point of entry for the University community and the general public to access the University’s official information resources;
- Provide a framework for campus information providers to present and make accessible digital information resources; and
- Provide mechanisms for structured retrieval and navigation of information resources of the University.

Generally, the website is designed for University-wide and external audiences. Pages at the institutional level for external communications and public information are managed by the Communication and Public Relations Office (CPRO) with technical support from the Office of Information Technology (ITO).

While not all news and campus-wide events can be posted on the homepage due to limited space available, information submitted for posting on web would be properly considered.

The following guidelines have been put in place to facilitate information providers to post information about hot news or upcoming activities on web.

2. Information for posting on the homepage

2.1 For posting on the section of “Promotional Area” on the homepage, examples of the following categories are deemed appropriate:
• University-wide functions and activities at institutional level.
e.g. Brilliance of Civilisation etc.

• Activities with uniqueness, pioneering nature and large impact.
e.g. International Writers Workshop, Pulitzer Prize Winners Workshop etc.

• News / activities of interest to the general public and the University community.
e.g. JUPAS Admission, Information Day for Undergraduate Admission, academic
  conferences, public seminars / lectures / talks etc.

2.2 *For posting on the section of* “What's New” *on the homepage, examples of the*
*following categories are deemed appropriate:*

• Large-scale academic activities.
e.g. international conferences, Distinguished Lecture Series etc.
• Collaborative activities / in partnership with external organisations.
• Faculty, student or alumni achievements.
e.g. Awards for academic / research achievements, patent award, distinguished
  community services etc.
• Hot news and activities that attract public/media attention.
• Programme admission.

3. **Information submission**

3.1 Information providers who would like to post information on the University
homepage are required to fill in respective forms before their requests being
processed. Forms of the “For Posting on Web” and the “For Updates on Web”
can be retrieved from the University website under “Staff > Internal
Communication System (ICS) > Guidelines > University Website”.

Guidelines on University Website

3.2 For information to be updated on the University website, information providers should submit the form of “For Updates on Web” to CPRO through campus mail, fax to 3411 7898, or email to cpro@hkbu.edu.hk with the subject title “Updates on Web”.

3.3 For posting requests on web, information providers should submit the form of “For Posting on Web” to CPRO through campus mail, fax to 3411 7898, or email to cpro@hkbu.edu.hk with the subject title “Posting on Web”.

3.4 For information posting on web, relevant information together with the request form should be submitted to CPRO ideally at least two weeks in advance of the starting date of the specified activities. CPRO will plan to post information for one week prior to the starting date of the specified activities until the activities finish and it will be subject to the number and nature of posting requests.

3.5 All entries should bear the full name, Department/Centre/Office and contact number of the information providers. Bilingual entries are required. No translation service will be provided.

3.6 For information providers who would like to post on the “Promotional Area”, please provide an icon with a dimension of 331 x 156 pixels in jpeg or gif format. Hyperlinks to details of the activities should be provided for public access.

3.7 CPRO will edit all submissions for consistency and allocate entry to the most appropriate area, and determine the appropriate items, dates and period for posting. Consideration will be subject to the number and nature of posting requests.

At non-institutional level
(i.e. Websites of Faculties / Schools / Departments / Centres / Offices)

As an effective communication tool between the University and its stakeholders, the HKBU website serves as an important platform to build the University’s image. A consistent look and feel across the web pages would help reinforce the University’s identity. Please refer to the Guidelines on Web Design in the University website under “Staff (Internal Communication System) > Guidelines” for the preferred “styles” and/or “format” for the presentation of the University’s identity and information online.

For the proper use of the University emblem and the University logo, please refer to the Guidelines on the use of the University emblem and the University logo (http://www.hkbu.edu.hk/~cpro/logo_emblem09/index.html) which is also placed in the University website under “Staff (Internal Communication System) > Guidelines”.

Guidelines on University Website
Updated by CPRO in December 2010
Enquiries

For enquiries, please contact the Communication and Public Relations Office by email to cpro@hkbu.edu.hk or fax to 3411 7898.