



The American University of Kurdistan Policy of Website Management

Policy Number: GA012
Effective Date: May 28, 2023

1. **Policy:** The AUK website serves as the primary platform for official institutional communication. All digital and print communications should align with the content published on the website to ensure accuracy and consistency across university materials. This policy is intended to strengthen information verification, improve quality assurance, and ensure consistent policy implementation across the American University of Kurdistan (AUK). The policy will be communicated openly to the University community, published on the AUK website, and reviewed periodically to ensure continued relevance, academic integrity, and alignment with AUK's mission, institutional objectives, and curricular frameworks. All members of the AUK community are required to comply fully with policies approved by the AUK Board of Trustees (BoT).
 - a. **Purpose:** The purpose of this policy is to achieve clear, unambiguous communication through the use of the AUK website and to ensure that this is achieved through consistent applications of high standards as outlined in this document. Content must comply with the Kurdistan Region of Iraq's laws and institutional policies, rules and regulations. It is also intended to align updates with the Academic Catalog cycle.
 - b. **Scope:** This policy applies to all members of the AUK community – faculty, staff, students, and partners/collaborators of the University – seeking to use its website.

2. **Definition of Terms:**

Copyright: Copyright is a set of legal rights granted to the author of an original literary, artistic, or scientific work, giving them exclusive authority to use, reproduce, distribute, and benefit from their work for a specified period.

External Communications: All of the messages and information that the university disseminates to various audiences, whether directly (through telephone calls, emails, letters, newsletters, articles, marketing materials, social media platforms, online and/or press releases) or indirectly through the media and word of mouth. All communication and information shared with AUK visitors and stakeholders, such as trustees, sponsors, partners, supporters, and important suppliers, are included in external communications.

Internal Communications: Any verbal and written messages and information exchanged within the University primarily between staff members, but also between Trustees and staff. Information provided to franchise employees, volunteers and staff members of companies collaborating in AUK projects is included in internal communications.

Social Media: A software system or service provided via the Internet used to communicate and share information between people through interactions with video, audio, text, visuals or multimedia. Examples include, but are not limited to: Facebook, Twitter, Wikis, Google Plus, Flickr, Pinterest, Tumblr, Instagram, LinkedIn, YouTube, and Wordpress, chatrooms, forums and other similar services.

Transparency or Being Transparent: The process of being open, honest, and direct about various arrangements, activities, and initiatives being performed regarding the operations of AUK.

3. **Responsibilities:**
 - a. **Issuing Unit:** Office of Communication (OC).
 - b. **Other Stakeholders:** Office of the Provost, Department Chairs and Unit Directors.

4. Procedures:

- a. **Academic Catalog:** Website updates will be coordinated with the production of the Academic Catalog to ensure that academic program information is current and consistent. Academic updates will be implemented following the catalog production cycle. The Office of the Provost is responsible for overseeing all academic content and ensuring its alignment with the Academic Catalog.
- b. **Non-academic updates:** Non-academic updates for the website are the responsibility of the respective unit heads, who must ensure their content remains accurate and up-to-date. OC will request website revisions twice per year, in January and August, to review and update non-academic content as needed.
- c. **Reference point:** Content published on the website will serve as the reference point for the production of digital and print communications.
- d. **Department chair and unit responsibilities:** Department chairs and unit directors are responsible for the content development on their respective pages. The Office of Communications has the right to edit any content to ensure that nothing inaccurate, out-of-date or otherwise noncompliant with these guidelines exists on the website. It is the responsibility of units for reviewing and updating their content to ensure accuracy and consistency.
- e. **Advertising for Third Parties:** AUK’s webpages may not contain advertising for, or link to, sites without advance written approval by the OC in consultation with the President. Approval will only be considered if the purpose of the advertising or link is consistent with the University’s mission.
- f. **Copyrights and Trademarks:** AUK retains the copyright on all video, animation, text, photos, and graphic imagery used in its publications, on its official website, and on its third-part sites (i.e., social media), whether contributed by end-users or the University, unless otherwise noted. These are considered assets of the University and may not be used by others for any purpose without the prior express written permission of AUK. The name of “The American University of Kurdistan” and its trademarks, symbols, and logos are trademarked and owned by the University and should not be used with the prior express written permission of AUK.

5. Timeline and Communication/Implementation Plan:

Activity	Responsible Party	Timeline	Communication Channels	Details
Policy Revision Announcement	Communications	May, 2026	University website, email, Staff Senate, Faculty Senate, Academic Council	Announce the revision of the policy, assessment metrics & objectives
Feedback Collection	Communications	June, 2027	Suggestion form sent via email	Gather feedback from AUK community on the policy’s effectiveness, challenges & areas for improvement
Periodic Reviews and Updates	OIEP, University Leadership, Communications	As necessary	University website, email	Review the policy & its enforcement mechanisms & procedures annually or as necessary to ensure continued relevance & compliance

6. Related Documents:

[Policy of Social Media](#)
[Policy of Employee Code of Conduct](#)
[Policy of Student Code of Conduct](#)
[Policy of Use of University Name](#)
[Academic Catalog](#)
[AUK Style Guide](#)
[Talking Points](#)
[Brand Guideline](#)
[News Article Style Guide](#)

7. Ways to Measure Success:

Content Alignment Rate: Percentage of website content that is consistent with the Academic Catalog and reflects current academic offerings following each catalog production cycle.

Website Traffic and Visibility: Number of unique visitors and search engine impressions over a defined period.

User Experience Effectiveness: User satisfaction and usability scores derived from structured focus group studies.

8. Policy History

- a. **Approved by:** Board of Trustees
- b. **Adopted:** May 28, 2023
- c. **Revised:** April 30, 2026