

## CM004 Website Policy

**Policy Type:** Administrative/Operations  
**Responsible Administrator:** Wonda Riner,  
Chief Marketing Officer  
**Responsible Office:** Marketing &  
Communications Department

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**Training Required:** No  
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**Approved by:**



Alison Netski, MD, Interim Dean

**Date:** September 17, 2025

### Definitions

**External, Affiliated Website:** Any website created for a Kirk Kerkorian School of Medicine at UNLV unit that is hosted outside of the unlv.edu domain.

**Unit:** A department, office, program, or any of their components within the medical school, responsible for specific academic or administrative functions.

**Website Liaison:** An individual identified and assigned by each unit to coordinate and verify all website requests for the unit. The website liaison is responsible for an annual review of all unit web content for accuracy and updates, including the unit directories. All website liaisons will be added to the [Approved Website Liaisons Official Listing](#) in Confluence, a collaboration and knowledge management tool developed by Atlassian.

**Public Domain:** Content or materials that are not protected by copyright laws, i.e., expired copyrighted works (for example a book copyright expires 70 years after the death of its author) and works produced by the U.S. federal government.

**Website:** Refers to the [official website for the Kirk Kerkorian School of Medicine at UNLV](#) (SOM) hosted by the UNLV Division of Integrated Marketing and Branding.

**Unit Webpages:** Pages created under the official SOM site ([unlv.edu/medicine](http://unlv.edu/medicine)) for units and their sub-units (i.e., Internal Medicine and Gastroenterology Fellowship Program).

### Statement of Purpose

The purpose of this policy is to ensure the SOM website is accessible, accurate, and easy to navigate while ensuring information is updated in a timely manner.

### Entities Affected By This Policy

This policy applies to all members of the Kirk Kerkorian School of Medicine at UNLV.

### Required Acknowledgement

All entities affected are required to acknowledge they have read and understand this policy.

## Policy

The SOM website is designed to support the school's mission, build brand awareness, recruit students, residents, fellows, and faculty, and encourage philanthropy. The SOM website and any external, affiliated website that has been approved to host SOM content must adhere to the following standards and criteria.

### Hosting

Hosting SOM content outside of the unlv.edu domain is strictly prohibited without a written exception from the SOM dean.

### Ownership and Management

The SOM website is owned by the University of Nevada, Las Vegas (UNLV) and is managed and maintained by the UNLV Web and Digital Strategy unit in coordination with the SOM marketing & communications department.

### Accessibility

Linking to documents stored in Google Drive, regardless if they are accessible, is not permitted. In accordance with university policy and the Americans with Disabilities Act (ADA), the SOM website and any documents uploaded within the site must be [accessible](#).

### Editorial Style Guide

All content posted to the SOM website must adhere to the [school's editorial style guide](#). Exceptions may be made in certain circumstances but must be approved by the SOM marketing & communications department. Example: the usage of "PGY" as an acronym for "postgraduate year" in residency or fellowship program pages.

### Branding and Logo Usage

The full name of the Kirk Kerkorian School of Medicine at UNLV should always be used in the first reference on any SOM webpage. Future references throughout the webpage can be abbreviated to Kirk Kerkorian School of Medicine, school of medicine, or the school. Do not use the acronym KSOM or SOM on webpage text, unless it has been approved for use as part of an email address by the SOM marketing & communications department.

The official school logo, available for download on <https://www.unlv.edu/brand/logos/downloads/unit-signature>, should not be posted on the SOM website, without approval by the SOM marketing & communications department. External, affiliated websites that have been approved to host SOM content outside of the unlv.edu domain are required to contact the SOM marketing & communications department before posting the official school logo or that of the program on their site.

### Content Accuracy and Updates

All SOM units are required to review content at a minimum annually to ensure content is accurate and up-to-date.

### *Roles and Responsibilities*

- **Administrative Units:** Each unit's highest level of leadership (associate or assistant dean, director, or chief officer) must appoint a website liaison responsible for maintaining and updating

the unit's web content. If there has been no website liaison appointed, the unit's highest level of leadership becomes the website liaison by default.

- **Academic Departments:** The department chair must appoint a website liaison responsible for maintaining and updating the department's web content. If there has been no website liaison appointed, the chair becomes the website liaison by default.
- **Directory Profile Pages:** SOM faculty, staff, residents, and fellows are responsible for working with their unit's website liaison to keep their profile page up-to-date. This includes submitting title, contact information, photo, or website link updates when necessary.
- **Accomplishments and Events:** Units are responsible for [submitting their accomplishments and upcoming events](#) to the SOM website.

Depending on the unit's organizational structure, if there is more than one website liaison responsible for maintaining and updating the unit's online presence, the SOM marketing & communications department must be notified.

If a website liaison leaves the organization, the unit's leadership is responsible for alerting the SOM marketing & communications department about who will now be fulfilling that role. If no one is identified, the unit's leadership becomes the website liaison by default.

### ***Process for Submitting Web Requests***

All website requests must be submitted to the SOM marketing & communications department via the [Jira portal](#). Requests will only be fulfilled once they have been verified by the unit's designated website liaison.

### **Contact Information**

SOM unit webpages should include an operator email address and/or main phone number as their primary contact information. No personal email addresses or phone numbers are allowed.

### **Copyrighted or Licensed Materials**

All content added to the SOM website must comply with laws governing copyright, trademark, and intellectual property. Rights to all material copyrighted by others must be secured before it will be added to the website. Website liaisons are responsible for submitting documentation of granted releases and purchased licenses. Materials in the public domain may be used without restriction.

### **Fundraising**

All fundraising through the website must be coordinated with the SOM development & alumni relations department and adhere to the [advertising and sponsorship policy](#).

### **Linking to Other Websites and Webpages**

Linking to external resources is permitted provided they are not presented as an endorsement or violate the [university's conflict of interest policy](#).

Links will only open in a new tab/window if the link is pointing to an external page per UNLV web policies and procedures.

### **Patient Care Marketing**

Content whose target audience would be patients should not reside on the SOM website. Instead, this content should be posted on the website of the clinic or partner hospital providing the service, with the exception of grant-funded centers, institutes, or programs that provide care to the community through the school, when verified by the SOM marketing & communications department.

## Photography and Videography

Media release forms (for [minors](#) and/or [adults](#)) should always be signed, collected, and stored digitally by website liaison(s). In the event the photo is taken at one of the SOM locations that is deemed a public space (such as a lobby or general area), or outdoors, media release forms can be waived. Stock photography and video is strongly discouraged.

## Web Privacy

Per the UNLV Website Privacy Statement, the SOM website uses visitor data to provide and improve the [www.unlv.edu](http://www.unlv.edu) website. By using the website, visitors agree to the collection and use of information in accordance with this statement. Learn more at <https://www.unlv.edu/about/website-privacy>.

In addition, the SOM website, along with any exception-approved sites with SOM content, are required to abide by Health Insurance Portability and Accountability Act (HIPAA) and Family Educational Rights and Privacy Act (FERPA) policies at all times.

## Website Redesigns and Content Oversight

The SOM marketing & communications department, in collaboration with the [university's web and digital strategy unit](#), can redesign the SOM website and establish content guidelines or requirements to meet industry standards and best practices at any point in time.

## Social Media Promotion

Units who wish to promote their own social media account(s), at the unit level, instead of the school official accounts, are required to obtain approval from the SOM marketing & communications department.

## Violations and Content Removal

Webpages using the SOM brand and/or promoting SOM units or programs found to be in violation of the UNLV and/or SOM branding and website standards and guidelines will be subject to immediate removal.

## Related Documents

- [UNLV Copyright Information](#)
- [UNLV Web Accessibility](#)
- [School of Medicine Editorial Style Guide](#)
- [School of Medicine Brand Policy](#)
- [School of Medicine Marketing & Communications Jira Portal](#)
- [Approved Website Liaisons Official Listing](#)
- [Website Dynamic Content Explained](#)

## Contacts

### Marketing & Communications Department

Phone: 702-823-3707

Email: [communications@medicine.unlv.edu](mailto:communications@medicine.unlv.edu)

Jira Portal: <https://unlvsom.atlassian.net/servicedesk/customer/portal/16>