

NCBS INSTITUTIONAL POLICY ON THE OFFICIAL WEBSITE AND WEBPAGES

Our website is a window into the current status of research and other activities at NCBS. This policy will guide the terms of content organization and visual inputs for the NCBS website. The guidelines in this document have been agreed upon by the website committee and are approved by the Dean and Director. Administrative and editorial privileges for page content are defined by the NCBS management.

(A) Faculty member webpages

(i) Each faculty member at NCBS is expected to contribute to and maintain an official webpage in a set format. These pages will have at least some officially accepted content that is monitored and approved by the Dean's office. A minimum set of official webpages for Faculty members should include:

- o Home
- o Research
- o Publications
- o Lab members
- o Contact

(ii) Extra pages and content may be added to the official faculty member page and updated as required as long as these conform to institutional policies.

(iii) Personally owned and run lab websites may be linked to the official NCBS faculty member webpages. However, NCBS does not take responsibility for content on such personal websites, nor does it monitor such content.

(iv) Text and visual content on the official pages can be edited by designated personnel in each lab group. Fonts and styles will need to adhere to agreed templates (for example for font details, font size and font weight) and cannot be edited by individual users.

(v) Each PI will designate a maximum of two laboratory members to edit faculty member webpages. It is the PI's responsibility to ensure that the names and contact details of these two designated laboratory members are current and accurate. If members leave the laboratory, the PI should inform the IT so that a new member may be given editorial privileges as recommended by the PI.

(vi) It is the responsibility of PIs to keep their lab webpages up to date.

(vii) For new faculty member webpages and email addresses, requests have to be routed to ithelp@ncbs.res.in via the Dean's office, not from the new faculty joining, or any other faculty members.

(B) Creating new microsites on the NCBS page

Requests for the creation of new microsites for the NCBS website should be sent to ithelp@ncbs.res.in who internally project to Web Committee. These requests will be considered by the web committee before the project is commissioned. This will ensure that any new microsites added to the website conform to the technical and aesthetic norms for the NCBS website. If required, user would be called for discussion with the Web Committee.

(C) External links

Users of the NCBS external website should not add links to content on the intranet as this will result in broken links and affect the working of the overall website.

(D) Publications content on the homepage

The NCBS homepage includes a section on recent publications. This is not a comprehensive list of all new publications but rather a set of recent significant publications showcasing campus research. The committee will periodically review latest publications and decide on the list to be included in this section. A comprehensive list of campus publications will be listed at <https://www.ncbs.res.in/publications>

(E) Responsibility for content

Each individual member of NCBS is solely responsible for the content of web pages he/she creates and owns. NCBS reserves the right to revoke privileges in case of violation of the policies stated below.

(i) HARASSMENT AND DISCRIMINATION POLICY

NCBS does not tolerate discrimination or harassment of any person or community on the basis of religion, race, caste, gender and sexual orientation (see <https://www.ncbs.res.in/sitefiles/CampusHarassmentPolicyDec2013.pdf>) and web page content that violates this policy is strictly forbidden. Similarly, hate speech, inflammatory statements and offensive language are forbidden.

(ii) COPYRIGHTED and LICENSED MATERIAL

- a) You may not place any material in your Web page that is owned by others, such as copyrighted or licensed work, without the express permission of the owner, unless the license or copyright claim explicitly allows re-use or re-distribution. (Examples of potentially copyrighted/licensed material include cartoons articles, photographs, songs, software, graphics, journal PDFs or text from a published work or other webpages. Assume that all material on the Web is copyrighted unless specified clearly.)
- b) Fair use of copyrighted material is permitted provided you clearly cite the original source. Fair use will be judged on case-by-case basis but briefly: use resulting in personal or commercial gain, or use of a large percentage of the original work argues against fair use, while use of small portions of the original work, for educational purposes, parody, commentary, etc. argue in favour of fair use.

(iii) PRIVACY OF OTHERS

Web page content that violates the privacy of others is strictly forbidden. For example, you may not place any pictures or videos of people on your Web-page or reveal private conversations without their explicit permission.

(iv) PERSONAL AND COMMERCIAL GAIN

Use of web pages on the NCBS server for personal or commercial gain, such as running a private business, running a political or electoral campaign, etc., is strictly forbidden.

(v) USE OF NCBS NAME AND LOGO

- a) It is forbidden to use the NCBS name or logo in any way that suggests or implies its endorsement of the author's or anyone else's opinions, or its endorsement of any other organization, their products, or services.
- b) All external lab websites should have a footnote disclaimer which states: "While this website uses logos of NCBS and TIFR, it is an externally owned and run website for which NCBS does not take any responsibility."

(vi) FURTHER SUGGESTIONS

- a) NCBS is a publicly funded academic institution. So do consider using your web pages to make your academic and institutional work (and its scientific, educational, philosophical, social and political implications) accessible to the public.
- b) Do add to your web pages an explicit statement of copyright which accurately reflects how you wish the material to be used or distributed. Take a look at the Creative Commons licenses (<http://creativecommons.org/>) or the GNU General Public License (<https://www.gnu.org/copyleft/gpl.html>), for example.
- c) Do think twice about uploading large videos or images to your web pages. Instead, consider embedding them (if they are your own) or providing a link to the relevant external web pages (if they are not your own).
- d) Do take a look at the NCBS computing handbook (<https://www.ncbs.res.in/computing>) for further suggestions and guidelines.
- e) Finally, do experiment with style and content in your web pages, while staying within the above policy guidelines! The NCBS IT department and Communications office will be happy to assist you in your efforts to create interesting web pages.

(F) Social media content

NCBS has several social media channels which have been created for building and maintaining the brand value of the Centre. These channels include the News Facebook page and Twitter handle and the NCBS Youtube channel. Content for these channels is moderated by the NCBS Communications Office and needs to adhere to all current guidelines for online content. In addition, there are several other social media channels, which derive some content from the official channels but are not the primary responsibility of the campus. These channels are typically created for external user groups and examples include the Alumni Facebook group, Chemical Ecology Facebook page and others. Requests for creation of new official social media channels for NCBS should be sent to comms@ncbs.res.in

Know the team

The NCBS website and social media channels are moderated and maintained by the web committee which comprises faculty member representatives, members of the IT webdevelopment team and members of the NCBS Communications Office. Queries relating to the website (both technical and content-based) will be evaluated by the committee prior to any required action being taken.

For requests pertaining to:

Creation of new faculty member webpages: deansoffice@ncbs.res.in

Other queries on technical matters: ithelp@ncbs.res.in

Creation of new official social media channels: comms@ncbs.res.in

Other queries on content matters: comms@ncbs.res.in