

Shared Resource Roles and Responsibilities

What does it mean to be a Shared Resource member?

As a member, you are responsible for producing NCCU web content. You share responsibility with other members for all NCCU web content, regardless of department or division. Shared Resource roles and responsibilities are delineated as follows:

Content Writer

This role is responsible for writing and curating web content. This role would ensure consistent branding is used, align content with the University mission, and tailor content specifically for the web.

Content Writers could be either professional writers hired solely for their skills in making our “voice” consistent throughout the NCCU brand, or they could be people within the University whose writing styles have been previously vetted. **Content Writers** who are hired could be the neck of the funnel where any content being published goes through before being published anywhere (web, print, spoken). **Content Writers** who are University employees with other duties would simply be a pool of people whose writing styles have been deemed by the Office of Public Relations (OPR) to be appropriate and consistent with the brand. These writers would likely work for their individual units but, because they are pre-vetted, their submissions would require less scrutiny than submissions from others. **Content Writers** should deliver vetted content to **Content Contributors** for placement in the Content Management System (CMS).

Content Writers may, at their discretion, correct minor typographical errors and/or formatting/styling errors in the attempt to keep the flow of content from becoming bottle-necked, without waiting for action by a Content Contributor.

Photographer

This role is responsible for producing photographic images for the web. This role would make images available from a central location which has been designated for web use, and ensure that these images adhere to relevant University guidelines and policies.

Webpage Approver

This role is responsible for denying or approving and publishing each individual webpage, including all text, image and multimedia content on the page. Prior to publishing the page, this role should ensure that each page meets NCCU quality standards, including adherence to accessibility standards, absence of spelling errors and absence of broken links. This role should take action on a page only after all of the page content has been uploaded into the CMS by a **Content Contributor**. Justification, along with steps for remediating poor content, should accompany any page denial. This role is not responsible for uploading content into the CMS.

Content Contributor

This role is responsible for uploading content into the CMS. All content should be vetted and approved by an appropriate departmental/divisional designee prior to uploading the content into the CMS.

Content Contributors are solely responsible for addressing any issues which result in a page being marked as Denied.