

## **KAUNAS UNIVERSITY OF TECHNOLOGY GUIDELINES FOR THE DISSEMINATION OF INFORMATION IN CYBERSPACE**

### **CHAPTER I GENERAL PROVISIONS**

1. The Guidelines for the Dissemination of Information in Cyberspace of Kaunas University of Technology (hereinafter – Guidelines) regulate the publication of the information on Kaunas University of Technology (hereinafter – University), its services and products, conducted activities, events and achievements, provided to the University's community and external target groups in cyberspace.
2. These Guidelines do not include the publication of the information related to the University's process management, administration and control.

### **CHAPTER II DISSEMINATION OF INFORMATION**

3. All the information on the University for the external target groups mentioned in paragraph 1 of the Guidelines has to be published on the University's official public access website (its domain - ktu.edu).
4. The websites of all divisions under ktu.edu domain (including the division's blogs) have to fully comply with the design of the University's website and the University's style guide. Website design's compliance with the guide is approved by the Director of the Marketing and Communication.
5. The roles and procedure of the content management of the website ktu.edu are defined in the Guidelines for the Website Content Management approved by the Rector's order No. A-247 of 19 October 2015. A-247.
6. The University's academic and non-academic division, branches or representative offices (hereinafter collectively referred to as University's divisions) can have individual websites (or blogs) only with the subdomains approved by the University's Rector; these websites would publish the information on the University, activities, events and achievements of its divisions and related organisations.
7. Any University's division can initiate creation of an individual (sub)domain with the ending ktu.edu in accordance with the Guidelines for the Making of Domain Name of Kaunas University of Technology approved by the Rector's order No. A-110 of 13 March 2015. A-110.
8. The exceptions with regards to individual websites are applied to the University's divisions conducting the activities directly related to the publishing of the University's projects in cyberspace. The exceptions are only applied with a written approval of the Director of the Marketing and Communication in accordance with the appendix to the Guidelines. The register of the approved exceptional websites is managed at the Marketing and Communication; administrator of the Marketing and Communication is responsible for the keeping/changes of the register according to the written requests.
9. Any division of the University may use the channels of electronic media managed by other legal entities for the purpose of the information of the public or individual target groups, for the activities of advertisement, raising its profile or brand management. Communication with the media has to be coordinated with the Public Communication Office of the Marketing and Communication, advertisement and paid articles have to be coordinated with the Information Centre

of the Marketing and Communication and/or marketing and communication coordinators of the faculties.

10. The website ktu.edu does not publish the content intended solely for the employees and/or students of the University. This information has to be published in the Document Management System and Office365 environment respectively, except for the information to the candidates to studies and information to the first year students that is provided in the sections "Admissions" (ktu.edu/stojantiesiems, stojantiesiems.ktu.edu, admissions.ktu.edu) and "Students" (ktu.edu/studentams, studentams.ktu.edu, students.ktu.edu) of the website ktu.edu.

11. All the information intended for the employees of the University and related to the University's internal procedure or processes has to be provided via internal communication channels using the email system and/or Document Management System (<https://dvs.ktu.lt/>). Under the decision of the heads of the first level divisions the channels of internal communication can also be used for the dissemination of the information provided to the external organisations, if it is in compliance with the University's operational objectives and regulations.

12. Dissemination of all the information intended to the University's students and including the official information on studies as well as the information on additional possibilities in the areas of studies, additional education and recreation offered by the University or other organisations is provided via the University's information systems – Academic Information System (<https://uais.cr.ktu.lt/ktuis/>), Moodle (<https://moodle.ktu.edu/>) or MS Office 365 (office365.ktu.edu). Academic Affairs or Student Affairs provide the right to the respective divisions of the University to control the provision of information to students using the above-mentioned internal information systems under a separate procedure, and Information Technology Services provides technical capabilities.

13. The University's divisions can provide information on social networks and inform the public about the University, its services and products, its activities, achievements, etc. and represent the University's official position. The University's divisions and employees are prohibited to disclose the University's internal information on social networks, except for the publicly provided information; it is prohibited to make statements that discredit, negate or humiliate the University's name, image, policy or attitude. This provision is also applied to the personal accounts on social networks (based on the confidentiality agreement between the University and the employee).

14. The information on additional possibilities in the areas of additional education or recreation provided by the University or other organisations can be provided via internal information systems, as well as websites and social network accounts of the divisions, if it is in compliance with the University's legislations and operational objectives. Student Affairs provides the right to the respective divisions of the University to control the provision of information to students using the above-mentioned internal information systems under a separate procedure, and Information Technology Services provides technical capabilities.

15. All the information provided via the channels with the University's name cannot contain any political advertising, information advocating specific political or religious beliefs; it has to comply with the provisions of the University's image, the law of the Republic of Lithuania and generally recognised ethical standards.

16. In case of the unforeseen needs of dissemination of information, individual cases or respective procedure of dissemination is coordinated with responsible divisions in writing in accordance with the nature of the information and target audiences:

16.1. Dissemination of the public communication information is coordinated with the Marketing and Communication;

16.2. Use of the means of communication and issues of technical possibilities are coordinated with the Information Technology Services, and Marketing and Communication;

16.3. Dissemination of information to the University's employees is coordinated with the Human Resources and Document Management Office;

16.4. Dissemination of information to students is coordinated with the Student Affairs.

**CHAPTER III**  
**FINAL PROVISIONS**

17. The Guidelines are amended, supplemented or repealed by the order of the University's Rector.

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