



LUNDS UNIVERSITET

Medicinska fakulteten

Johanna Sandahl

Communications manager

Policy and procedures regarding the web presence at the Faculty of Medicine

Background

A vice-chancellor's decision (Reg. no LS 2013/535) was taken on 26 September 2013 about introducing the University-wide web publishing system, Drupal, with the goal that all organisations within the University would eventually use Drupal. This University-wide solution is financed by all faculties at Lund University.

The advantages of the common web publishing system include it being integrated with other systems within Lund University and developed continuously. The Web Communications office within Corporate Communications at Lund University is responsible for Drupal and for the processes for website management and maintenance.

Since 2016, the Faculty of Medicine has been working on changing its web publishing tool from eZ Publish to Drupal. This work also includes reviewing all information published on the faculty's websites and restructuring the information as needed.

In April 2016, LUCRIS (Lund University Current Research Information System) was launched, with the ability to display and compile research information. The associated web portal shows profiles of researchers, research teams, projects and publications. Anyone with a research-related organisational role is displayed in the public portal (portal.research.lu.se) which shows the information from the database. It is possible to link to the portal from a website. In LUCRIS, publications are collected from Scopus and validated by the faculty library. The system also automatically retrieves information such as names, titles and affiliations from LUCAT. Compared to a website, LUCRIS thus makes it easier for the researcher. The research database enables the display of research information in a more dynamic way as the system is a "relational database" that allows you to link information that a regular website cannot do.

Policy regarding the presentation of the Faculty of Medicine's activities on the web

The Faculty of Medicine's website plays a key role in how the faculty is perceived and how the faculty describes its remit and activities. The website is the faculty's most important channel for those who seek contact with organisations or individuals within the faculty.

The faculty's website must:

- comply with the official guidelines of the Swedish Post and Telecom Authority on how to operate websites in the public sector
- maintain high quality, have a clear purpose and one or more distinct target groups
- have content that on each website is adapted to the respective target groups
- be appropriately linked to other web platforms, such as learning platforms and LUCRIS.

Presentation structure for different target groups, and presentation of organisational units on the web

In order to present relevant information to different target groups with diverse needs, and avoid duplicate publication and effort, as well as to work more resource-efficiently with the web, the faculty has different websites for different types of content and organisational units.

- **External information** about the faculty's activities, including departments, is presented on the faculty's external website at www.medicin.lu.se.
- **Internal information for faculty staff** is available on the Intranet intranet, www.med.lu.se/intranet.
- **Popular science information about the faculty's research** is available on Vetenskap & hälsa, www.vetenskaphalsa.se.
- **Information for prospective students** is available on www.lu.se under the relevant course or study programme
- **Information for current students** is available at www.student.med.lu.se
- **Departments, divisions, research teams and other organisational units** are presented in the research portal, LUCRIS.
 - Exception: Research teams with specific needs for a website with a distinct target group can request a special website. Such requests are to be made to the relevant head of department and to the faculty's Communications Office.
- **Specialised centres** which are formally established and have a clear target group may have their own website, if necessary. Such requests are to be made to the faculty's Communications Office.
- **Research projects** with a clear target group may have their own website, if necessary. Such requests are to be made to the faculty's Communications Office.
- **Research infrastructures** are presented on the external website and/or in LUCRIS.

Responsibilities and editorial guidelines regarding the websites

Every website must have a website owner, usually a manager or person in charge of the activity, as well as a website manager who can write text for the web and is informed about any legal requirements concerning accessibility and privacy (legislation and guidelines regarding accessibility, copyright and personal data management). The Faculty of Medicine's web publishers must also comply with the editorial guidelines laid down for www.lu.se.

Responsibility for the different websites:

- **The faculty's external website:** An editorial council, composed of representatives from the faculty's Communications Office and departmental communications officers, is responsible for the content on www.medicin.lu.se.
- **The faculty's internal website Intramed:** The faculty's Communications Office is responsible for the content on Intramed. At the faculty, there are also page managers/publishers who are responsible for a number of pages with links on one or more external websites and on Intramed.
- **Study-related information for prospective students:** A designated education editor at the faculty's Communications Office is responsible for study-related information for prospective students. The work to provide this information is conducted in close cooperation with the Education Office and the course/programme organisation at the faculty.
- **Information to current students:** The faculty's Communications Office has appointed an editor of the student web. The work on the student web is conducted in close cooperation with the Education Office and the course/programme organisation at the faculty.
- **Popular science information on Vetenskap & hälsa:** Vetenskap & hälsa is a collaboration between Lund University's Faculty of Medicine, Malmö University and healthcare administration offices within Region Skåne, with an editorial team of research journalists representing each partner.

Web domains within the Faculty of Medicine

In 2008, the dean of the Faculty of Medicine decided that all websites and webpages containing public information about the activities of the Faculty of Medicine shall be published within the faculty's web domain and be administered by the faculty's web publishing tool. This decision still applies, with the difference that it is now Lund University's domain and Lund University's publishing tools that are to be used.

All websites in Drupal receive a subdomain with lu.se at the end. The domain name should, as far as possible, reflect the activity of the organisational unit. Domains can be searched for through the faculty's Communications Office.

On behalf of the faculty board,

Erik Renström

Johanna Sandahl