

WEBMASTER BASICS

As the landscape of the internet and web-publishing become increasingly more complicated, it is vital that those of us who have been given the role of publishing internal and public communications on the web have a firm understanding of best practices for website development, management and security.

Webmaster: Tasks and Responsibilities - <http://www.deeknow.com/notes/webmastering/tasks.html>

The Webmaster is a strange and varied beast, something of a jack-of-all-trades. The role demands an attitude that supports self-help, constant up-skilling, and a vigilant eye on technology. A Webmaster's responsibilities can vary greatly between organizations of various types and sizes.

It's not longer possible to have only a good grasp of HTML and FTP for distributing content on the web. Here are some questions about how you manage your site:

- Do you use any dynamic content, a content management system (Joomla, Drupal, Wordpress, home-grown)?
- How much do you know about computing security at U-M?
- Do you use PHP, ColdFusion .ASP or .NET?
- Do you use stock photography?
- How closely do you adhere to accessibility guidelines; would you like more information re: tech guidelines?
- Is there clear documentation about your site for future webmasters?
- Do you use outside developers?
- Do you attend security conferences or other web management groups?
- What do you think about moving to a standardized IT-sanctioned template, dynamic content model?
- How much do you know about services offered by the U-M's ITS and IIA and which have you used?
- Are you responsible for reporting metrics, what do you use and how often?
- Is it feasible to share technical assets, community resources, and 'culture'?
- Have you attended an IT town hall meeting? (Feb. 10, 16)

Safe computing

<http://www.safecomputing.umich.edu/ITProfessionals.php>

General guidelines

<http://www.its.umich.edu/itpolicies/#geninfo>

Administrative data

<http://www.mais.umich.edu/access/policies.html>

Web accessibility

<http://mblog.lib.umich.edu/webaccess/>

The U-M Web Team

<http://www.umich.edu/~umweb/>