

## Malta Business School

### Website policy and procedures

Revision History			
Version Number	Revision Date	Revised by	Summary of changes
Version 0	06/09/2025	Intellact	Initiate Policy
Version 01	15/10/2025	MBS	Revised for clarity, compliance, and procedural flow.

## Website policy and procedures

### 1. Policy statement

1.1 Malta Business School (MBS) recognises its website as the primary public communication and marketing tool. As digital communications continuously evolve, it is essential to establish clear policies and workflows that ensure effective and efficient website management.

1.2 This policy provides guidelines to ensure that MBS's website remains accurate, up-to-date, accessible, user-friendly, and visually consistent.

### 2. Principles

2.1 MBS prioritises user needs and preferences to deliver a positive and intuitive user experience.

2.2 The website must be optimised for multiple devices and screen sizes, ensuring seamless access across desktops, laptops, tablets, and smartphones.

2.3 Clear navigation structures and menus must be implemented to help users easily locate information.

2.4 Branding consistency is maintained through the use of official logos, colours, typography, and imagery, reinforcing the Institute's identity and professional standards.

### 3. Aims and objectives

3.1 This policy supports MBS's strategic goals and mission by ensuring that the website functions as a valuable institutional asset.

Objectives include:

- Establishing defined roles, responsibilities, and processes for website management, including content creation, review, and publication.
- Defining standards for producing accurate, high-quality, and timely content aligned with MBS's brand.
- Conducting regular accessibility audits, offering training, and implementing features to meet accessibility requirements.
- Monitoring and analysing usage metrics, feedback, and usability testing to drive continuous improvement.
- Promoting collaboration across departments and stakeholders to ensure coherence and alignment with institutional objectives.

#### 4. Definition of terms

4.1 **Minor amendment** – Administrative adjustments such as formatting, titles, or nomenclature changes that do not alter the meaning or intent of the content.

4.2 **Major amendment** – Substantive changes that affect the policy's intent, related policies, procedures, or systems. Examples include modifications to the policy title, scope, structure, or key content, or proposal for new page designs.

4.3 **Procedure** – Specific instructions that define how a policy is implemented, clearly assigning responsibilities and providing operational steps.

#### 5. Procedures: content management and approvals

##### 5.1 Content planning

To ensure format conformity and consistency, all required website updates must be channelled through the Sales and Marketing Manager (SMM), who holds overall responsibility for MBS's online presence.

- **Minor amendments (text-only updates):** Requests for text-only updates to existing pages must be submitted to the SMM. The SMM will review, and subsequently approve or reject, these updates and authorise the marketing team to implement the required changes directly on the website.
- **Major amendments (new design/structure):** Proposals for new page designs or changes that constitute a Major Amendment must be submitted by email to the SMM for initial review. Such requests require the formal final approval of the Dean or, in their absence, the Dean
- **Structured change plan:** Once an amendment is approved, the marketing team will draw up a structured plan of changes, including layout, format, and multimedia elements, which must all align with MBS's brand guidelines.

##### 5.2 Content creation and approval

The SMM is ultimately responsible for ensuring that all published information is accurate, compliant, and up-to-date.

- **Internally created content:** Content developed internally by the MBS marketing team must receive final approval from the SMM or the Dean, as outlined in section 5.1 above. Approval can be provided both formally via email or even informally by word of mouth.
- **Outsourced content:** Should the required content fall outside the technical abilities of the MBS marketing team, the SMM will lodge a formal request to the Dean for approval to outsource the content creation to an external designer or content creator. Content created by any third-party must be sent to the SMM for official approval prior to it being uploaded to the live webpage.
- The marketing team is responsible for **documenting any and all changes implemented** on the website.

## 6. Regular review

**6.1 Record keeping:** The SMM is responsible for ensuring that comprehensive records of MBS's webpage, including versions, approvals granted, and a complete update history are maintained. This data can however be kept by the web hosting service provider, as long as it can be made available to the SMM on request.

**6.2 Responsibility for review:** The SMM is responsible for scheduling regular reviews of MBS content to maintain accuracy and relevance. This responsibility may be delegated to other MBS employees (including those in the academics, marketing, or administration teams). Any update requirements identified must follow the procedures outlined in this policy.

**6.3 Compliance sanctions:** Failure to comply with review and submission procedures may result in delays, inconsistencies, and functionality issues that affect MBS's professional standing. Serious failures may result in sanctions being imposed on third-party contractors or disciplinary action against MBS Staff.

## 7. Related policies and documents:

- Marketing and Communications Guidelines
- Data Protection Policy
- Quality Assurance Framework