

University Policy for Implementing RSS News Feeds onto College Specific Pages

What is an RSS - A news feed RSS (Really Simple Syndication) is a format for delivering regularly changing web content. It is used to publish frequently updated content from a website in a standard format, which can be read by RSS reader applications. RSS feeds can include news articles, blog entries, audio, video, and other digital media.

Purpose

The objective of this policy is to standardize the implementation of RSS news feeds on college-specific pages of the university's website. This policy will ensure that the practice enhances user experience, minimizes content duplication, and positively contributes to UMC's Marketing Plan, and is optimized for our overall search engine optimization (SEO) efforts.

Scope

This policy applies to all department heads, college deans, website administrators, and any other personnel who are responsible for or involved in updating and managing the university's website content.

Policy

Single Source Responsibility: Web team members will be responsible for building and managing and updating RSS feeds for the specific partner.

RSS Feed Selection and Approval: RSS feeds must be relevant, informative, and beneficial to the department or college and its constituents. All RSS feeds must be pre-approved by the designated feed manager and the University's Web Services team.

Frequency of Updates: To maintain user engagement and fresh content, news items should be updated regularly. However, the frequency of updates should not compromise the quality of the content.

Duplication Avoidance: News content creators must work in collaboration with their UMC partner to avoid content duplication. Partners will be selective on what content will featured on the university news page, while the college's news content creator will build out stories that are not included on [ETSU News](#). Each post must be unique and relevant to the college or department it represents.

SEO Considerations: All news stories should be optimized for SEO (search engine optimization). This includes using appropriate keywords, meta tags, and backlinks to our website. Ensure that appropriate heading tags are used. The headline of the article should be no more than 60 characters. The file name should contain keywords pertinent to the article.

Guidelines and Rules

Specific News Training: News content creators will undergo training for building RSS news stories. A change in staff will require the new user to be trained by a member of the Web Team.

Content Relevancy: Content shared through RSS feeds should be directly relevant to the department or college. Irrelevant content can dilute the value of our web pages and negatively impact SEO. Ensure that all images used are of high quality.

Check for Duplication: Prior to publishing a feed, the designated news content creator must check for potential content overlap with UMC Partner. Duplication of content can lead to SEO penalties.

Monitor and Analyze: RSS feed managers are responsible for monitoring the performance of their feeds. This includes tracking user engagement, bounce rate, and any impact on website SEO.

Communication: Regular communication between news content creators and UMC Partner should be maintained. This will ensure that everyone is updated about the latest changes, and any potential content duplication can be identified and rectified in a timely manner.

Non-Compliance

Non-compliance with this policy may lead to removal of the RSS feed from the department or college's webpage, and further disciplinary action as per university regulations.

Policy Review

This policy will be reviewed annually to ensure it aligns with the university's strategic goals and the latest SEO best practices.

By following these guidelines and rules, the university can ensure that the implementation of RSS news feeds enhances the user experience, maintains the integrity of our website, UMC Marketing goals and contributes positively to SEO efforts.