



MY SITE MARKETING

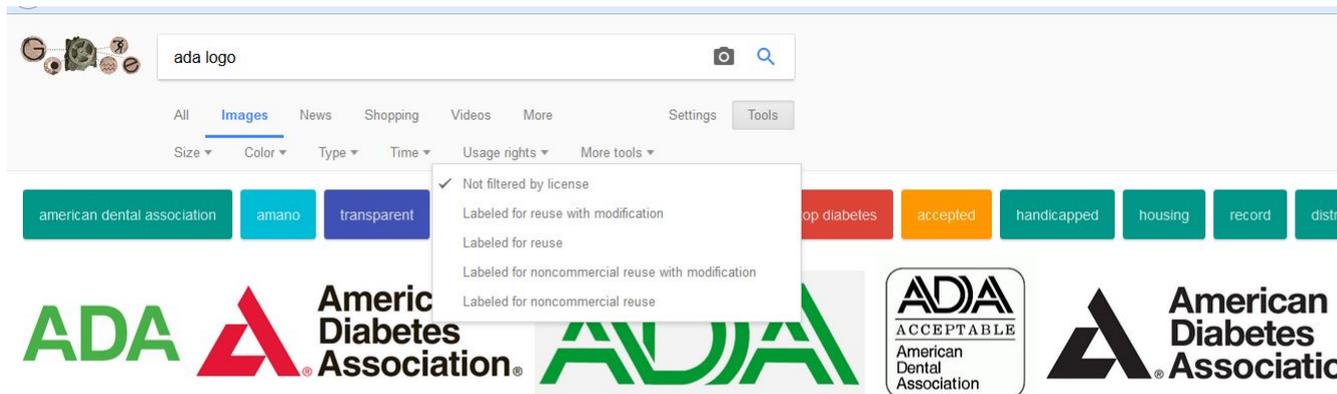
Legal Pitfalls - You are Liable for What You Post

1. Content & Images - Content is judge, jury and executioner.
2. Compliance & Accessibility - Are you ready for what is coming?
3. Security - Do you collect user information?



Content & Images

- Where does text content come from - copy & paste?
 - Make sure you cite your sources and link back to original content
 - Best option is to re-write content a minimum of 30% to make it your own
 - It's ok to scrape articles for ideas, it's not ok to copy articles and claim they are yours
- Where do you get your photos and images?
 - Images Available for purchase with usage license:
 - Shutterstock
 - Adobe Images
 - Google search? - Make sure images are licensed “Free to Use with Modification”
 - Document source of all images (screenshot of classification and date works great)



Is Your Website ADA Compliant?

In 2010, the DOJ issued an Advanced Notice of Proposed Rulemaking stating it would amend the language of the ADA to specifically ensure accessibility to websites for individuals with disabilities. The DOJ's proposed amendments to the ADA are expected in 2018...

In 2015 and 2016, certain plaintiff law firms sent letters to scores of companies, universities and other entities on behalf of disabled individuals throughout the United States who use the Internet to facilitate their access to goods and services.

The letters from plaintiffs' counsel typically seek settlement negotiations on an expedited basis and stipulated injunctive relief and payment of attorneys' fees and costs.

<http://www.natlawreview.com/article/your-website-ada-compliant>



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Web Content Accessibility Guidelines (WCAG 2.0 AA)

- Designate one or more individuals to manage web accessibility testing, repairing, implementing, maintaining and reporting for a Section 508 and WCAG 2.0 compliant website within a reasonable time period.
- Create, adopt and maintain a web accessibility policy consistent with prevailing standards.
- Initiate a needs assessment and subsequent training for web and content development personnel on Section 508 and WCAG 2.0 accessibility programming, functionality and design.
- Contractually require that services procured and performed by third-party developers and other relevant service providers conform to prevailing Section 508 and WCAG 2.0 compliant accessibility standards and the company's web accessibility policy.
- Conduct monthly independent third-party automated and disabled end-user testing of website.
- Implement other related policy, technology and programming, monitoring and training measures as they are identified and needed.



Is Your Website Accessible?



Web page address...



Powered by [WebAIM](#)



MY SITE MARKETING

Security HTTPS

Site:Yourdomain.com -inurl:https

The screenshot shows a web browser window with a security warning on the left and a '3. Donor Information' form on the right. The security warning indicates a connection is not secure. The form contains various input fields for donor details, including name, email, phone, address, and city/zip. It also includes checkboxes for 'This is a new address', 'Do not send me thank you notes other than my tax receipt', and 'Do not publish my name on donor listings'. There is an 'Options' section with checkboxes for 'Giving with Spouse', 'Corporate gift', 'In honor of', and 'In memory of', each with a corresponding 'Name' field. A 'Next' button is located at the bottom right of the form area.

Make a Gift

www.████████.edu giving/make-a-gift

www.████████.edu
Connection is Not Secure

Your connection to this site is not private. Information you submit could be viewed by others (like passwords, messages, credit cards, etc).

More Information

Email: ██████████@████████.edu

CORPORATIONS & FOUNDATIONS +

OFFICE OF ESTATE, TRUST, AND GIFT PLANNING +

UNIVERSITY ADVANCEMENT +

3. Donor Information

Please fill in the fields below. Those noted with an * are required.

First Name * MI Last Name * Maiden Name

E-mail * Phone *

Address 1 *

Address 2

City * State/Province * Zip * United States

This is my home address What prompted you to give?

I am a: Alumni Student Employee
 Parent Other

This is a new address.

Do not send me thank you notes other than my tax receipt.

Do not publish my name on donor listings.

Options

Giving with Spouse
Spouse Name

Corporate gift
Name

In honor of
Name

In memory of
Name

Additional information or instructions

Next

4. Payment Information