

明 志 科 技 大 學

Ming Chi University of Technology

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校園網頁暨社群媒體競賽活動辦法

**Regulations Governing the Campus  
Website and Social Media Contests**

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明志科技大學

Ming Chi University of Technology

校園網頁暨社群媒體競賽活動辦法

Regulations Governing the Campus Website and Social Media Contests

102 年 03 月 05 日行政會議制訂

Formulated at the University Administrative Meeting on March 5, 2013

113 年 06 月 11 日行政會議修訂

Revised at the University Administrative Meeting on June 11, 2024

第一條 目的

為督促各教學、研究、行政單位與專區網站持續維護中、英文網頁與社群媒體內容之品質，並確保網頁與社群媒體資料之完整、正確與即時資訊，以便利校內教職員生及校外人士對本校相關資訊之取得，訂定「校園網頁暨社群媒體競賽活動辦法」(以下簡稱本辦法)。

Article 1 Objectives

For the purpose of supervising individual academic, research, and administrative units along with specialized websites to continuously maintain the quality of Chinese and English web pages and social media contents, ensuring the integrity of web pages and social media materials, and providing accurate and updated information to facilitate the access of faculty members, staff members, students, and external users to information related to the University, the *Regulations Governing the Campus Website and Social Media Contests* (hereinafter referred to as the Regulations) have been formulated by the University.

第二條 主辦單位

秘書室。

Article 2 Organizer

The Office of the Secretary shall be the organizer.

第三條 協辦單位

圖書資訊處 圖書館。

Article 3 Co-organizers

The Office of Library and Information Services and the Library shall be the co-organizers.

第四條 參賽單位

涵蓋教學、研究、行政單位與專區網站。

Article 4 Participating Units

Participating units shall include academic, research, administrative units as well as specialized websites.

## 第五條 競賽時間

「教學單位與研究單位」及「行政單位與專區網站」兩組隔年輪流舉辦一次。

### Article 5 Contest Period

The contest shall be divided into two groups, namely “Academic Units and Research Units” and “Administrative Units and Specialized Websites”, and shall be held alternately every other year.

## 第六條 網頁評審內容需求

### 一、網頁內容審查：

網頁內容得提供更詳細之單位業務內容，且至少須包含主辦單位所列舉之項目，項目應參照【校園網頁暨社群媒體平台管理辦法】之網頁暨社群媒體自主檢查表。

### 二、人氣投票：

依各單位已建立之網站與專區網站納入人氣投票。

### Article 6 Content Requirements for Website Reviews

#### 1. Website Content Review:

The content of the website shall provide more detailed information about the unit's operations and shall include at least the items listed by the organizer, which shall be referred to the website and social media self-checklist stipulated in the *Regulations Governing the Management of Campus Websites and Social Media Platforms*.

#### 2. Popularity Vote:

Websites established by individual units and/or specialized websites shall be included in the popularity vote.

## 第七條 社群媒體評審內容需求

### 一、社群媒體內容審查：

社群媒體內容得提供更詳細之單位業務內容，且至少須包含主辦單位所列舉之項目，項目應參照【校園網頁暨社群媒體平台管理辦法】之網頁暨社群媒體自主檢查表。

### 二、人氣投票：

依競賽規範公告「各單位於網頁暨社群媒體自主檢查表所列舉的社群媒體平台項目」納入人氣投票。

### Article 7 Content Requirements for Social Media Reviews

#### 1. Social Media Content Review

The content of the social media platform shall provide more detailed information about the unit's operations and shall include at least the items listed by the organizer, which shall be referred to the website and social media self-checklist stipulated in the *Regulations Governing the Management of Campus Websites and Social Media Platforms*.

#### 2. Popularity Vote:

The social media platforms listed in the website and social media self-check list of individual organizations shall be included in the popularity vote in accordance with the announcement of the contest rules and regulations.

## 第八條 評分標準

下列為評分主軸，主辦單位據此列舉評分項目：

- 一、中、英文網頁內容之完整、正確與即時性。
- 二、版面結構與風格一致性。
- 三、創意表現與視覺設計。
- 四、連結正確及瀏覽方便性。
- 五、瀏覽網頁是否可輕易獲得單位資訊。
- 六、辦公室聯繫人員、電話分機、位置與前往地圖是否清晰。
- 七、常見問題是否符合瀏覽網站訪客所能獲得解答之說明。
- 八、符合網站無障礙標準。

## Article 8 Assessment Criteria

The following is a list of main rating categories that the organizer shall use as a basis to formulate the assessment criteria:

1. The completeness, correctness and timeliness of the contents of the Chinese and English websites.
2. Layout structure and style consistency.
3. Creative expression and visual design.
4. Correct links and navigation convenience.
5. Whether or not the information of the unit can be easily accessed by browsing the website.
6. Whether the office contact person, telephone extension, location, and access map are clearly shown.
7. Whether the frequently asked questions are answered in a way that is consistent with the instructions that visitors can get from the website.
8. Compliance with website accessibility standards.

## 第九條 評審小組

校長為召集人，評審委員由秘書室推薦名單，經校長核定後，組成評審小組。

## Article 9 Panel of Judges

The Principal shall be the Convener of the panel of judges, and a list of judges shall be recommended by the Office of the Secretary and approved by the President for the formation of the panel.

## 第十條 獎勵方式

一、獲獎成績將公告於學校首頁，並於行政會議中公開表揚。獎項如下：

- (一) 第一名：1 名，頒發獎狀乙紙及獎勵金。
- (二) 第二名：1 名，頒發獎狀乙紙及獎勵金。
- (三) 第三名：1 名，頒發獎狀乙紙及獎勵金。
- (四) 佳作：2 名，頒發獎狀乙紙及獎勵金。
- (五) 最佳人氣獎：網路票選前 3 名，每名頒發獎勵金；另得依參賽數量增減人氣獎名額，最少取至前 2 名，最多取至前 5 名。
- (六) 參與人氣投票獎：5 名，頒發獎品或獎勵金。

二、獎勵金將視各年度預算作調整。

## Article 10 Incentives

1. Awards will be posted on the University's homepage and will be honored at the University Administrative Meeting. The awards are listed as follows:
  - (1) Champion: 1 winner, to be awarded with a certificate of merit and a cash prize.
  - (2) First runner-up: 1 winner, to be awarded with a certificate of merit and a cash prize.
  - (3) Second runner-up: 1 winner, to be awarded with a certificate of merit and a cash prize.
  - (4) Honorable Mention: 2 winners, to be awarded with a certificate of merit and a cash prize.
  - (5) Top Popularity Awards: Each of the top 3 entries shall receive a cash prize, and the number of popularity awards may be increased or decreased according to the number of entries, with a minimum of the top 2 entries and a maximum of the top 5 entries.
  - (6) Popularity Awards: 5 winners will be awarded with gifts or cash prizes.
2. The prize money incentive shall be subject to budgetary adjustments in each academic year.

#### 第十一條 注意事項

- 一、競賽網頁建置以本校網頁平台為原則。
- 二、網站需使用學校 Domain Name(mcut.edu.tw), 不得使用外掛或轉址方式處理。
- 三、各網站與社群媒體管理人員, 日後須負起網站與社群媒體之更新維護與回答單位業務問題之工作。
- 四、圖書館將協助提供網頁與社群媒體技術諮詢, 並於正式比賽日起擇日舉行講習會。
- 五、所有網頁與社群媒體素材應遵守智慧財產權相關法律規定, 若違反智慧財產權者將被取消資格、追回所有獎項, 如涉及違法, 自行負責。
- 六、網頁與社群媒體內容須注意符合個人資料保護法, 勿將個人資料置於公開之網頁。
- 七、網頁無障礙網頁之設計標準參考: 國家通訊傳播委員會無障礙網路空間服務網。
- 八、未善盡網頁更新職責之單位, 其名單將陳報學校參考。
- 九、參與校園網頁和社群媒體平台所屬活動競賽之參賽作品、投稿作品, 本校得以運用於所屬校園網頁與社群媒體平台; 參與活動競賽之參賽作品須為本人之創作, 且不應侵害他人著作權。

#### Article 11 Points to Note

1. Participating websites shall be built on the University's web platform.
2. Participating websites shall use the school's Domain Name (mcut.edu.tw) and shall not be plugged in or redirected.
3. Administrators of participating websites and social media shall be responsible for updating and maintaining the websites and social media, as well as answering questions regarding the unit's operations.
4. The Library will provide technical consultation on websites and social media, and will hold workshops on selected days from the official contest date.
5. All website and social media materials shall comply with the laws and regulations



related to intellectual property rights. Any violation of intellectual property rights shall result in disqualification and retraction of all prizes, and participants shall be responsible for any violations thereof.

6. Website and social media content shall comply with the Personal Data Protection Act and no personal information shall be placed on public web pages.
7. For the design standard of the accessible web page, it should be referred to the Web Space Accessibility Service Website of the National Communications Commission.
8. The list of units that fail to fulfill their responsibilities in updating their websites will be reported to the University for reference.
9. The University reserves the right to utilize the entries and submissions to the campus website and social media contest on its own website and social media platforms. Entries for the contest must be original creations and shall not infringe upon the copyrights of others.

#### 第十二條 實施與修訂

本辦法經行政會議通過，陳校長核定後公布實施，修訂時亦同。

#### Article 12 Implementation and Amendments

The Regulations shall be implemented upon endorsement by the University Administrative Meeting and presented to the President for approval, and the same shall apply to any amendments