

## Eanes ISD Web Publishing Guidelines

All Eanes ISD websites, including individual campus websites and teacher websites, are provided by Eanes ISD for educational use only and should be in keeping with the goals and mission of Eanes Independent School District. The following guidelines have been created to ensure high standards for website communication.

### Responsibility

- Each school/department is responsible for timely updates to their websites.
- School websites and all that they contain are the responsibility of the principal.

### Requirements

- All EISD Responsible Use Guidelines for technology resources must be observed.
- Content must be accurate, timely and appropriate with correct spelling and grammar.
- A link to the EISD home page must be included in the primary navigation bar.
- All pages and links must be academic or school related and appropriate to educational purposes.
- Hyperlinks should be verified periodically for relevance to curriculum and appropriateness to school setting

### General Design Guidelines

- Design for the efficient delivery of critical information, NOT for visual effects
  - Limit graphics and use the most compact formats.
  - Use easy-to-read, standard fonts and page layouts.
  - Eliminate backgrounds
  - Avoid the use of hard to read text colors such as yellow.
  - Avoid using hard to read text color combinations such as red on black.
  - Eliminate distracting or annoying effects such as flying text or moving objects.
  - Avoid slanted or special effect text. Especially avoid scripts or ornamented fonts.
  - Keep important information in text, not graphics.
  - Use a logical pattern for the grouping of information.
  - Display critical contact information prominently and clearly.
  - Keep it simple.
- Make sure your page works across multiple browsers (Firefox, Internet Explorer, Safari) and view it on a mobile device (smart phone or tablet computer).

### Home Page

- All EISD Web sites must be clearly identified as being part of EISD and must include the following:
  - The name, address, email address, voice and fax telephone numbers of the school, or department.
  - The name of the current principal, superintendent, or supervisor.

- An e-mail link to the webmaster.
- A link to the EISD home page.

### Web Pages

- Web pages should be uncluttered and easy to navigate.
- All links and/or buttons should work, and no page should direct the visitor to a blank page that reads "Under Construction."
- Web pages should reflect a positive outlook and highlight the best the school/department has to offer.

### Links

- Links within the school's own site should not open in a new tab or window.
- Links to sources outside the site should open in a new window.

### **Problems to avoid include:**

- Opening every link in a new tab/window.
- Pages that are too long and require excessive scrolling.
- Too many links in the navigation.
- Excessive use of animation (more than one moving object per page).
- Animation, media player objects, sound, etc. that loop continuously
- Odd or busy backgrounds, which make text difficult to read.
- Unusual colors or designs that are distracting.
- Inconsistent use of fonts on pages.
- Excessive use of graphics and/or excessively large photographs or graphics.
- Personal information about staff and parent volunteers: non-district e-mail addresses, mailing addresses, and/or phone numbers except as approved by the principal.
- Student personal contact information of any kind.
- Staff may not publish homepages of other personal use as part of the district/campus webpage or homepages of individuals or organizations not directly affiliated with the district.
- **Staff should ensure that the sole purpose of external links is to provide access to educational resources that improve academic performance of students.**
- Links to EISD sites that are posted outside Eanes ISD must adhere to these same guidelines (ie: Athletics, PTO, teacher websites, etc...)
- Commercial advertisements or links are not allowed unless approved by the Superintendent or designee.

### **Student Safeguards**

When placing a student's picture online, including campus websites or social media, it is recommended that staff take the extra step of contacting the parent(s) for permission. This includes submitting pictures to media and allowing media access to students.

The following student information is generally acceptable to include **unless** the parent has denied permission for the student's name, picture, video, artwork, voice, verbal statement or portrait to be features on a District website.

Elementary

Photos: May be posted, without identification and with parent/guardian permission.

Projects: May be posted, with first name and last initial

Middle School

Photos: May be posted, with first name and last initial and with parent/guardian permission.

Projects: May be posted, with first name and last initial

High School

Photos: May be posted, with full name and with parent/guardian permission.

Projects: May be posted, with full name

Other personal information regarding a student such as email address, phone number, or home address should not be posted.