



## AACPS WEB PUBLISHING POLICIES/GUIDELINES

[www.aacps.org/webguidelines](http://www.aacps.org/webguidelines)

AACPS's main website portal and accompanying AACPS websites and pages are extremely high-visibility and traffic websites which share an enormous amount of online content with parents, students, employees and the community.

We strive to ensure that information is consistent, appropriate, relevant and timely, while not violating student or employee security. The following are AACPS guidelines for publishing content on the web. Please note that these guidelines and policies apply to all AACPS-related websites that fall under the umbrella of being created by an employee or employees, students, or in conjunction with an AACPS department.

### Website Content

When creating site content for an AACPS website, please consider the following:

- If you are creating a new site, consider your current web presence. What things are working well that you want to replicate?
- What content can you delete or condense? How can you edit your website to make it more concise and easily understandable? **The biggest challenge with any website is keeping the content up-to-date.**
- Every department or anyone with a web presence on AACPS is required to have a **web coordinator**, and ideally, a backup to ensure that web content is kept up-to-date on a regular basis. This person should work with the Web Manager regarding any issues in creating or posting web content.
- Is the material relevant and is it of value to parents, the public, students, and/or employees?
- Is the material about an AACPS program or initiative? Many make the mistake of creating content which is more appropriate to use on an employee intranet. Content should offer the public insight into AACPS initiatives or programs.

### Use of Student or Employee Information on Websites

- Names and/or photographs of students may be included unless otherwise noted by a parent or guardian. Parents fill out an Emergency Notification form at the beginning of the year which addresses this topic. Addresses or phone numbers of students or employees will not be published on the web for privacy reasons.
- Limited information about staff members is permitted for publication on the web. Information should be limited to the following items:
  - Full Name
  - E-Mail
  - School or Department Name
  - School/Office Phone Number
  - Position
  - Accomplishments and activities
  - Education and qualifications

- Links contained on websites must be appropriate and relevant to AACPS or education of students and/or parents. The sites must be well-known and current. These might include sites that:
  - are historical
  - provide educational services and/or resources
  - provide information on co-curricular activities
  
- Links from websites may not include:
  - sites that are in conflict with the objectives of AACPS
  - sites whose sole purpose is commercial advertisement
  - sites whose material is potentially offensive

### **Publishing Expectations**

- All District and School web pages will be created by school personnel or must be working directly with an AACPS employee.
- Non-AACPS publications must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials.
- Commercial use for the pursuit of personal or financial gain is prohibited, as well as material of a religious or political nature, or promoting a political or non-secular cause.
- Non-educational games, links to non-educational games and advertisements for games are prohibited.
- Personal information or data of any staff member or student will not be published. Personal information is defined as any data that violates a student's (or staff members) right to privacy, or that may endanger their safety. Personal information is considered to be such information as address, cell phone number, personal email addresses, information regarding relatives or parents, etc. AACPS email accounts are not to be considered private and are not specifically protected by this definition. E-mail addresses can be published as needed without prior consent from staff.
- We do not take documents from other organizations and place them physically on our website. Creating hyperlinks to appropriate documents is permitted.

### **Web Design Basics/ADA Compliance**

- Page backgrounds should not be used.
- Text should follow normal print conventions with alignment to the left.
- It is best to avoid the following text colors: green, yellow, red and orange. Black should always be the primary font color.
- Limit the use of emphasizing text with italics, bolds or capital letters. Only hyperlinked text should be underlined.
- Use graphics sparingly and **avoid flashing text and animations**.
- Keep graphics to a reasonable size and always use "alt text" to represent a graphic in words for those using assistive technology.

**More information can be found at [www.aacps.org/webguidelines](http://www.aacps.org/webguidelines)**