

## Website Guidelines Update

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### Top Priorities

**1. Please make sure your top tabs (right under your school name) match the following:**

- **Home**
- **Our School**
- **Parents**
- **Students**
- **Let's Talk!**
- **Calendar**

This is the same as the "Channels" guidelines from before, but the new sites don't call them channels. This is our District protocol, and your school should be compliant with the protocol.

- 2. Stay away from all crazy fonts and colors**, particularly on your home page. Not only do we need to do this for consistency, but colored fonts are frequently not compliant with accessibility guidelines for people with visual impairments. Stick with black text – blue for links – so we don't get in any legal trouble.
- 3. Remove old information.** I try to do this as much as possible, but I'm not going to catch everything. I'm certainly not going to know which teachers are no longer at your school, which teachers have changed grades, etc. Please make sure this information is current.
- 4. Don't touch the "left navigation" area.** At this time, this is an area that affects every page of your pageset. Meaning, if you accidentally delete the left navigation on one page on the Springdale site, as an example, none of the pages on the Springdale site will have left navigation. The good news is that there's really nothing for us to do over there, myself included, so it shouldn't be hard to just not mess with it.
- 5. Please update your "Recent News" area of your front page.** Instructions have been sent about how to do this. At the very least, you should leave this area intact on the front page. Some have deleted or minimized this, and other departments like Title I are using it for their announcements. If you have questions, email [Jeremy.timmerman@bcsdk12.net](mailto:Jeremy.timmerman@bcsdk12.net).

### Future Steps

- 1. Put in "Alternate Text" with every photo.** You've seen this step whether you're adding a gallery photo or a smaller image for a headline down the page. This is the text that reading devices use for people with various disabilities, so it's very important that you put good information in this box, about 140 characters. For instance, if you have a picture of the Superintendent reading to a pre-K class, your alt text would be "Superintendent Dr. Curtis Jones reads to Pre-K" or something of that nature.
- 2. Use befunky or PhotoShop on your photos.** Your main "Banner" photos are to be 647 pixels x 343 pixels. If you don't have PhotoShop, use [www.befunky.com](http://www.befunky.com). You'll want to "Resize" them to be around 900 pixels wide first so you can get a good crop when you cut it down to the right size.

3. **Monitor your content regularly.** Make sure you're not leaving photos from the Thanksgiving party up until March. Every once in a while, clean up particularly your home page.
4. **Manage your calendar.** Plenty of the school calendars only have the items that we add from the District level like board meetings. Please add pertinent school events so that people in the community – and at the Central Office – can know when they're happening.
5. **DON'T ADD/REMOVE TOP TABS.** It's very important that you stick to the main tabs above so we can maintain consistency. There may come a time when we decide at the District level to tweak that lineup or something may need to be added, but this shouldn't be done school by school.
6. **Don't mess with "template items."** These are things like the colored bars on your front page, the "Upcoming Events" area and other such items. If you'd like to make adjustment to how your front page is presented, contact Jeremy Timmerman at 478-765-8621 or [Jeremy.timmerman@bcsdk12.net](mailto:Jeremy.timmerman@bcsdk12.net).