# WEB Guidelines and Expectations

A web content management system has been implemented at Washtenaw ISD. In simple terms, this is a software system that allows multiple users within our agency to write content and post information to our website. This document will serve as a guideline to assist with legal and privacy issues, expectations for keeping the site updated and informative for our internal and external audiences, and maintaining a professional appearance.

## Attributions & copyright

- If you post material related to education topics, which are from another source, it is necessary that you attribute the source
- Under fair use, posters can republish another person's content to add commentary or for educational purposes. However, the safest course of action is to only republish snippets from other sources. Preferably, you should add your own opinion to the snippet, making the vast majority of content original
- Creation of web pages for educational and research purposes may involve incorporating original works of third parties (literature, photographs, music, software, film, and videos) that are covered by copyright laws. Obtain appropriate permission before posting

## Images/content used on the website

- Posting photos of students is only permissible if they have a photo release form on record with the district. It is recommended that the use of student names be restricted to first names only (preferably not at all). This may vary on the age of the student
- Copyright laws protect celebrity images and many logos. It is advised that you avoid these infringements unless given permission (especially U-M, EMU and other partners who will often give permission to use their logo in relation to the partnership)
- Focus on original content, which can only be found on your site, and for which you and your department are responsible
- Graphics are necessary and helpful –but they also slow the "load time", (the time it takes for your pages to fully display in the browser window), of your pages. In most cases, web site visitors have come for *information*, not to look at images so keep them small –both in file size and display size— and give them a purpose: to inform

# Announcements/ Events on the Home Page

Items that appear on the home page under Announcements/Events are published by the WISD Communications Department. If you have an item that you would like to have posted in this location please email the information to Emma Jackson (ejackson@washtenawisd.org). Events/Announcements must be:

- Information that appeals to a wide audience
- Positive news that elevates the reputation of the ISD
- Timely information (i.e. weather closings, other department closings)

## Privacy

- As dictated by the Family Educational Rights and Privacy Act (FERPA), student education records and test scores (with specific student identification) should never be posted online

## Restrictions

- Advertising materials or other materials relating to business or commercial activities must first gain permission of the Superintendent before posting
- Links to outside web sites must be approved by the Superintendent's Cabinet
- Staff should adhere to WISD policy 7540.03 (http://www.neola.com/washtenawisd-mi/) when posting on the site

## Expectations

- Content posters must fact check, spell check, and grammar check all documents prior to posting
- Maintain current, relevant and accurate information in the area you are responsible for overseeing
- Use language that the average web site visitor will understand. Avoid using edu-speak and acronyms. When necessary, such words or phrases should be defined and/or explained. When using acronyms always give a first reference (ex. IEP should first be referenced as Individual Education Program)