Medicine Hat Public School Division

601-1st Avenue SW, Medicine Hat, AB T1A 4Y7 | Phone 403.528.6700 | Fax 403.529.5339 | www.mhpsd.ca

MEDICINE HAT PUBLIC BOARD OF EDUCATION OPERATES AS MEDICINE HAT PUBLIC SCHOOL DIVISION,
AND FOR THE PURPOSE OF THIS DOCUMENT WILL BE REFERRED TO AS "MHPSD" AND/OR "DIVISION"

SECTION 500 – Personnel and Employee Relations

ADMINISTRATIVE PROCEDURE: WEBSITE GUIDELINES

PROCEDURE CODE:	*530 AP 003*
Policy Reference: 530 – Communications and Technology	

PROCEDURE

Public websites require regular maintenance and updates to keep parents/guardians, students and other school-life stakeholders up to date with school activities and information. The Division website administrators and school website administrators are expected to keep the content of their website current and updated.

The website is a vital communication medium that supports the priorities and goals of the Division's Education Plan. Website content is intended to provide up to date and timely access to clear, concise and credible information about the strategic and daily operations of MHPSD.

1. Public websites require regular monitoring and updating, website administrators are expected to follow these guidelines:
   1.1. Waffle links: the MHPSD and school waffles contain internal and external links to websites and resources that are used most often. The MHPSD internal and external waffle should be reviewed and updated regularly. School waffles will include site-based links to resources that are used regularly. School website admin should ensure that these links are working appropriately and request changes from the communications coordinator.
   1.2. Annual Education Results Report: This document needs to be added to school websites on the assurance page annually as the new publications are posted on November 30 of each year. The Annual Education Results Report and Education Plan can be found on the Division's Publications page.
   1.3. Assurance: School website administrators are required to post yearly school plans on the assurance page.

1.4. Division Calendar: The Division calendar includes important dates at the Division level as well as important events that impact multiple schools.

1.5. School Calendars: Information can be located on the calendar page. Each school calendar should be maintained and updated regularly with upcoming events, such as holidays and important meetings for students and parents/guardians. School calendars can be updated manually in the content manager events section or externally through a Google or Edsby integration. All MHPSD sanctioned events will be posted to Edsby and synced with school calendar pages. Calendar events are summarized on the home page to give viewers easy visibility to upcoming events.

1.6. Transportation: Information on transportation can be found by clicking on the small bus icon in the top right corner.

1.7. Staff Directory: School based staff are listed on the Directory page of all websites. Website administrators are expected to update staff directory pages within 2 week of staff changes being made.

1.8. Family & Student Resources Page: School based content is located here and should be reviewed and updated regularly.

1.9. Staff Resources Page: This page should be reviewed and updated regularly by the website administrator from each department. Schools are able to create their own page in this section where they can share site-based content.

1.10. Instagram Token: As a security feature Instagram expires their tokens every two months. Website administrators will need to regenerate a new token every two months and send it to the communications coordinator to be update on their website.

1.11. News: School events and other information should be shared regularly on the website. News can be added and edited under the hamburger menu. To add a new News item:

1) 'Add News' (top right)
2) Add your title and content
3) Add a cover image - unlike images added to pages, you can add a cover image directly to the news item. Avoid using text on news images, allow the title of the news story to tell the reader about what they will get when they click on the story. If you do use text include it on the middle or top 1/3 of the image.
4) Choose 'News Article' as your template
5) Select any other sites your news should be shared with (MHPSD website only)
6) Add a publish date, or leave blank for today*
7) 'Pin' your news, as desired. Under Content Visibility, you can 'Pin' your news to ensure it will appear on the home page, even after more recent news has been added. Up to 4 pinned news stories will appear on the home page.
8) Set an unpublish date. Expired news stories should not stay on the website.

9) 'Publish' *Your news won't appear on the website until your specified publish date. You can schedule future news by choosing a publish date in the future. You can also add a news item with a past published date and it will appear in chronological order.

Schools who have an Edsby integration will have their news stories automatically posted to the website and expired as such (based on the expiration date that is set in Edsby).

2. Images: Schools are encouraged to use images of students at their school on their website. There are circumstances when an image of an item (ex: crayons or books) is more appropriate for the content and MHPSD approved stock images can be found here:
   - Canva
   - Pexels

   2.1 Before using an image in a page, it needs to be added to the media manager:
   - Click on the menu and choose 'Media'
   - Click 'Add Media' and upload the image(s)
   - Optionally, select the tags that best describe your image to make it easier to find later. *
   - If the image will be used on more than one site, select the other sites from the dropdown (MHPSD website only)
   - 'Save' *Tags can be added and edited under Settings.

   2.2 Home Page Banner Image/Video: Home page banner images and videos are visually engaging and an important first impression. It is important that banners reflect current and relevant images/videos from a school culture. Text/words should not be used on banner images, alternatively add text in the scrolling content spotlight section on the Home. The best photos to use for banners are landscape images. Images can be resized and saved as a png in Canva. Banner sizes are as follows:
   - Home Page Banner - MHPSD: 1920px by 1080px
   - Home Page Banner Schools - 1920px by 865px
   - Subpage Featured Image - 1920px by 800px

   2.2.1 Videos (without sound) can be added on the homepage. Schools need to create a Vimeo user account (create a user account with your schools general google account ex crestwood@sd76.ab.ca). Once your clip is uploaded to Vimeo, the video ID can be pasted in the content manager home page editor. Videos should be saved as a 16:9 ratio in Vimeo for best results. Here are some additional video tips:
   - 10 - 15 seconds in length
   - Avoid excessive movement
   - Shoot video in landscape orientation

- Choose a video that loops well or shows different shots so that when it loops, it's not jarring
- Sound won't be included, avoid videos that only people talking, rather focus on action-oriented content that is connected to learning.

2.2.2 Original videos of MHPSD students and staff are always preferred, however users can download generic royalty-free video to be used as necessary. Alternative generic video options are available for download through the Canva video library.

2.2.3 Content Images: Images can be used in the content section on any page, the ideal size for appropriate scaling is 1084 X 1084 px.

3. Staff login: It is recommended that all login to the website to gain access to commonly accessed links, resources, events, news and support documents that are pertinent to staff operations. Staff can login by clicking on the small person icon at the top right corner of their school or MHPSD website. Login with the staff MHPSD user ID (the same email and password that is used to login to the main computer workstation). Users who attempt to login to the website from an external location will be asked to authenticate their user ID. Staff members will be able to access both internal and external content when they are logged in on the website.
4. Accessibility: Schools should consider that many users may be operating in very different contexts that may require some form of assistive technology, including screen readers. Some types of information may not be able to be processed at all and the user may have difficulties in reading or having access to a keyboard or mouse. Slow Internet connections are still common, so website admin should consider utilizing smaller file sizes (under100mb) to avoid slow loading pages. Different browsers and operating systems create another layer of possible difficulty.
5. Security and Privacy: All web pages will be consistent with board procedures and Freedom of Information and Privacy Legislation. The following rules are to be followed for reasons of security and protection of individual privacy:

2.3 A Confirmation of Emergency Contact and Personal Information form is distributed to parents annually. If a parent does not give consent for their child's photo and/or name to be used on websites, ensure they are not included. Remember to also ensure photo file names do not include their personal information.

2.4 Content on school web pages shall not provide the means for people to contact any student directly (this includes email address, phone number and street address). If communication back to the school is needed, it should be directed to the principal/designate

2.5 Further additional written consent is required for use of a student's image and/or personal information on a third party or website

2.6 Staff members' names and business email addresses may be listed on board and/or school web pages to facilitate communication between staff and web page users

2.7 A school staff member is responsible for uploading files to the school website.

6. Training Resources and Technical Support: Imagine Everything, the company that maintains the website, provides a user-friendly application for managing websites. Website administrators can access online training materials as well as timely technical support.

   To access online training materials staff need to login to the website, then navigate to the waffle and click on Content Manager Help. If additional technical support is required, please send an email to support@imagineeverything.com and copy communications@sd76.ab.ca

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