

SPPS Best Practices: Web Publishing Guidelines for staff adding content to web sites

Table of Contents

Section 1: Introduction

Section 2: Responsibilities

School Responsibilities

Content Responsibility

Site Maintenance

Student Involvement

Links to Outside Sites

Section 4: Content Guidelines

Scope of Content

Consistent with SPPS Mission Standards and Policies

Compliance with Federal, State and Local Laws

Copyright Information

Use of Copyrighted Works

Copyrighting of Original Staff or Student Work

Required Content Checklist

Translation

Navigation and Naming Guidelines

Community

Outside Links

Forbidden Content

Guidelines for Unacceptable Content

Section 5: Graphics, Audio and Video

File Size Recommendations

For Graphic Files

For Audio Files

For Video Files

SPPS Policy on Video Sharing Sites

Alternate Text Tags

For Users Who Are Visually Impaired

Section 6: Student and Staff Protection

Student Protection Policy

Guidelines for Posting Student Information on the Web

Permission Forms

Staff Protection

Personal Information Guidelines

Section 7: Support

Contact Information for Technical Support

Implementation and Training

Rev 1-16-09

Section 1: Introduction

This document is an edited version of the full Web Publishing Guidelines that only addresses adding content to web sites. If you are a webmaster, principal or department head you should read the full version of this document. The full version is available at <http://uphelp.spps.org/Guidelines.html>

Educational Technology Department, and
Office of Community Relations

Section 2: Responsibilities

School Responsibilities

Content Responsibility

Content on a school website is the responsibility of the school principal. Decisions on quality, content or design ultimately depend on the principal's judgment.

The school Webmaster and the school principal are responsible for ensuring that content placed on the school website complies with [Saint Paul Public Schools Procedure 520.00 Information Technology Usage Procedure](http://boe.spps.org/Proceduremanual.html), available at <http://boe.spps.org/Proceduremanual.html>. The Webmaster and principal will also work together to ensure that the website's tone and message are consistent with the school's mission, goals and values, as well as those of Saint Paul Public Schools.

Site Maintenance

Update website content often to provide current and dynamic news, photos, video and information for visitors. Check web pages for spelling and grammar before posting. Regularly check the entire site for missing or inactive links.

Section 4: Content Guideline

Consistent with SPPS Mission, Standards and Policies

All web content should relate to approved school or district business, curriculum, instruction, school/district sponsored activities, or provide the community with information about the mission of the school or district. All SPPS websites must comply with the district Acceptable Use Procedures and Policies pertaining to information technology ([Procedure Document 520.00](#) and [Policy Document 520.00](#) available at <http://boe.spps.org>).

Compliance with Federal, State and Local Laws

All SPPS websites must comply with federal, state and local laws.

Use of copyrighted works (content copyrighted by third party)

You may be able to use some copyrighted information under [Fair Use Guidelines](#) from the U.S. Copyright Office. For basic information on the use of copyrighted work, see <http://www.copyright.gov/help/faq>.

Copyrighting of Original Staff or Student Work

Any and all information created by a staff member and posted on any SPPS website becomes the property of Saint Paul Public Schools.

Translation

Where appropriate, have pages translated by the District Translation Department. Information is available at <http://translationservices.spps.org>.

Community

Consider your reader's point of view as you create and post articles and photos. Keep your tone friendly; if you use abbreviations or acronyms, explain them. Your readers will not have the same knowledge you do. Include links to other resources you feel will add depth or perspective. Be a positive voice and an advocate for SPPS (Saint Paul Public Schools). We have an excellent school district; help tell that story.

Outside Links

SPPS cannot responsible for the content or privacy practices of other websites. However, when providing links to outside websites, the websites should be consistent with our mission, goals, and values.

Forbidden Content

Content expressly forbidden includes personal home pages created by staff, students, or web pages of organizations not directly affiliated with the district. Web pages that promote or encourage illegal or immoral activities, contain language offensive to others, profanity, obscene comments, sexually explicit material or expressions of bigotry, racism or hate, or links to web pages that lead users directly to any other page that in any way promotes these activities, are not permitted and will be removed. Additional guidelines for [Saint Paul Public Schools Procedure 520.00; Information Technology Usage Procedure](#) are available at <http://boe.spps.org/Proceduremanual.html>

Section 5: Graphics, Audio and Video

File Size Recommendations

For graphics files, the recommended specifications are as follows:

File types: .gif, jpg, png (png images should be checked with various browsers to make sure they display correctly)

Dimensions not to exceed: 640 x 480 pixels

For audio files, the recommended specifications are as follows:

File types: mp3, mov, m4v mp4, wav.

File size not to exceed: 100 mg

For video files, the recommended specifications are as follows:

File types: mov, avi, wmv.

File size not to exceed: 200 mg but much much smaller is better.

Dimensions no to exceed 320 x 240 pixels

Video sharing sites (e.g. YouTube, Yahoo! Video, etc.)

Although placing videos on video sharing sites will reduce demand on district servers, these sites are generally not accessible from within the schools. Further, its own linking features may feature inappropriate content next to videos created by students. For now, the use of video sharing sites is not recommended. The Educational Technology Department will provide updates as the district increases its server capacity, or as other external sites become available that are better suited for use by Saint Paul Public Schools.

Alternate Text Tags

Each graphic item must also carry an alternate text tag for web users who are unable to view graphics.

The UrbanPlanet tool has the following Alternate Text field associated with every uploaded image. Filling out this field will create the alternate text.

Alternate Text:

If images are added by hand using HTML in you will need to add alt="the alternative text for the image" in the HTML tag.

Note: Though not normally displayed on your website, the names and tag information of photos and other graphics can be searched and read online. Treat names and tags as viewable content. If the user is visually impaired or if the user has set their preference to not display images these tags will show in the browser.

Section 6: Student and Staff Protection

Student Protection Policy

No student information such as last name, home address, phone number, or date of birth will be published on Saint Paul Public Schools web pages. All student information posted on the web must conform to district, state and federal guidelines pertaining to student data privacy. The names and contents of files that are accessible through the website can also be found by search engines; the Student Protection Policy applies to these items as well.

Decisions on publishing student pictures (video or still) and audio clips are based on the supervising teacher's judgment. The teacher must first ensure that the parent or guardian has completed the proper media releases. Documents, pictures, or movies should include only the first name of the student. When posting pictures of students on the web, be sure that the name of the picture or its tag data does not include the child's last name. Published e-mail addresses shall be restricted to staff only. No student work shall be published without the permission of the student and the student's parent or guardian.

Permission forms for use of name, student work, photos, and video are located at http://www.spps.org/media_permissions

Staff Protection

Personal Information Guidelines

Please refer to the Guidelines for Acceptable Use of Information Technology by Employees at http://connect.spps.org/Usage_Procedures.html.

Section 7: Support

Contact the Webmaster listed on the bottom of every SPPS web site for information about a specific web page. On-line training material for Urban Planet is available at www.uphelp.spps.org.

In addition, Urban Planet training classes are regularly scheduled through the district's Department of Technology. Visit <http://pdexpress.spps.org/> for a complete listing of training opportunities