



Dougherty County School System

School Web Site Publishing Guidelines

Protocol/Responsibility

- Schools are solely responsible for the development and updating of their individual web sites.
- The school principal designates a *DCSS staff member** as the school's web publisher (e-mail to the DCSS Webmaster is sufficient). The school's web publisher, at the direction of the school principal, creates and manages the school web site, and ensures the appropriateness, authenticity, and educational content of the school's web pages. The school principal is ultimately responsible for all content on the school's web site and should periodically review the site for appropriateness.
- The school web publisher will be assigned a login name and password for the system web server. The login name and password provide the publisher with access to a high-level system network component and may be shared with no one other than the school principal. Students may assist in developing and maintaining the school's web pages. However, ***at no time will files be transferred to the web server by students nor will the login name or password be shared with students. This is grounds for permanent loss of access to the web server.***
- Each school is responsible for acquiring a *DCSS Standard Photographic Release* prior to posting any student's name, picture, art, written work, voice, or portraits (video or still) on the school's web pages. This form must be signed by the parent(s) and filed in the school office. The form is available at <http://www.docoschools.org/pio/photorelease.pdf>

**DCSS staff member* – someone *employed* by the school system (i.e., an administrator, teacher, or paraprofessional). Server login accounts may not be assigned to non-employees.

Web Site Requirements

- All official school and district sites must be hosted on the DCSS web server.
- All school web sites should meet goals of high quality in both style and presentation.
- Correct grammar and spelling are expected.
- All information posted should be verifiable.
- Pages that contain time-sensitive information such as calendars, school events, staff information, must be updated regularly to ensure current, accurate information.

- Web pages should be checked regularly to ensure that links work.
- All pages within the school's web site must have a title which appears on the web browser's title bar.
- Each school's main homepage must include the school's name, address, phone number, a link to the DCSS main page and a school contact's e-mail address.
- Each page must contain a link back to the site's main navigational page.
- The Dougherty County School System's web server is for educational use only. Contents of the site should give information and promote school activities (PTA, classes, staff, departments, sports, school projects, volunteer opportunities, etc.). Information concerning curricular and non-curricular student groups may also be posted on the school's web pages.

Prohibited Content

- Commercial use for the pursuit of personal financial gain.
- Unauthorized use of copyrighted material.
- Personal information about staff and parent volunteers: non-system email addresses, non-system mailing address, and non-system phone numbers except as approved by the principal. *Example: PTA officer requests to have their personal email address listed in the appropriate area on the school's page(s) and the principal approves the request.*
- Student personal contact information *of any kind*.
- Links to staff, volunteer or student personal home pages.
- Links to "non-official" DCSS-related sites *that are hosted on non-system web servers* (examples: athletic booster pages, PTA pages, etc.)
- Guest books, chat areas, message boards, forums, or similar.
- Links to sites that are not accessible inside the network (blocked by the internet filter).
- Web pages and hyperlinks from school web pages may not contain information that is in violation of any district policy or regulation nor any local, state, or federal regulation or law.
- School web sites may not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of the DCSS.
- The DCSS reserves the right to remove any page from its server at any time without prior notification to the creator of the page.

Web Publishing Recommendations

- The following information is recommended for inclusion on school web pages
 - Welcome from the Principal
 - General information about the school (namesake, history, when the school opened, last renovation, etc.)
 - Event information (calendar, upcoming meetings, special programs, days off, early release days)
 - PTA information

- Pertinent information from student handbooks
- Copy of school newsletter
- Recognition of students and teachers
- Fundraising activities
- Use a consistent style on the school's web pages.
- Pages should be sized so they will display properly in a variety of screen resolutions. Pages should be previewed and tested at least at 640x480, 800x600, and 1024x768.
- Text on web pages should be limited to the standard fonts. Special fonts will not display correctly on many computers.
 - Standard Fonts:
 - Arial
 - Book Antigua
 - Comic Sans MS
 - Courier New
 - Georgia
 - Impact
 - Lucida Console
 - Lucida Sans Console
 - Palatino Linotype
 - Tahoma
 - Times New Roman
 - Trebuchet MS
 - Verdana
 - MS Sans Serif
 - MS Serif
- Avoid color schemes or backgrounds that make the information on the page hard to read.
- Colors should be “web safe” as much as possible so they will display properly in 216 colors.
- Graphics should be used judiciously. Photos and other graphics should generally not exceed a total 100K (file size) per page.
- Animated GIF files should be used *very* sparingly and file size should be small. The amount, size, and type of graphics used have the most direct affect on the “load time” of web pages.
- Video and audio files may be used when they are appropriate and are compressed properly. They are generally large files that take long “load times” for the user and many times require users to have special plug-ins or viewers/players in order to view or hear the files.

Web Technologies Supported on the System Web Server

- The system server does not support cgi scripts
- The system server does support Microsoft FrontPage Extensions
- The system server does support FTP capability
- All system computers utilize Java-capable browsers

- All system computers have the Adobe Acrobat Reader installed