HISD Department Webmaster Guidelines

Introduction

All HISD departments are required to maintain an official website that includes a department overview, contact and staff information, links to subdepartment information, a calendar of events, mandatory links to forms, and departmental Twitter feed (if applicable).

Each department must designate **up to three department website administrators** to complete training for administrator privileges. These departmental staff members are responsible for the routine development and maintenance of their department webpages to ensure <u>consistent, current, and accurate information</u>.

All designated department website administrators must complete mandatory Blackboard (Schoolwires) training by going to OneSource and searching for "Schoolwires." Training requests also may be made by emailing <u>web@HoustonISD.org</u>.

Content requirements, including structure and location of required content, have been established by HISD Communications to establish consistency and to ensure users can locate information for every department. Here is a visual outline of the department homepage:

Basic Website Maintenance Guidelines

- Check Daily:
  - Ensure all contact information is correct and up to date.
  - Ensure all links are current and unbroken. There should be no links to outdated content.
  - Check spelling, punctuation, and grammar of all content.
  - When inserting links, be sure those pages open in new windows.
  - Ensure accent images are the same size.
- Check Weekly:
  - Update staff directory.
  - Update parent resource links.
  - Add important event dates/update calendar.
  - Include updated links to academic and enrichment activities.
  - Check TASBO and TASB legal resource websites for updated information regarding state law website posting requirements.
  - Update main image or rotating carousel of images.
  - Make sure news items are current and updated.
- Check Monthly:
  - Ensure that comprehensive department information is up to date.
  - Do a visual check of your website to ensure the layout remains consistent with the provided template in the Department Webmaster Guidelines.

*For questions or troubleshooting tips, email **web@HoustonISD.org**.*

Content Outline for Department Websites

Department administrators can:
- Create new pages
- Rename and reorder pages
  - Nest pages (if applicable)
  - Redirect and/or hide pages
- Choose from 12 different page layouts (see below). Department home page should contain a right sidebar for contact information
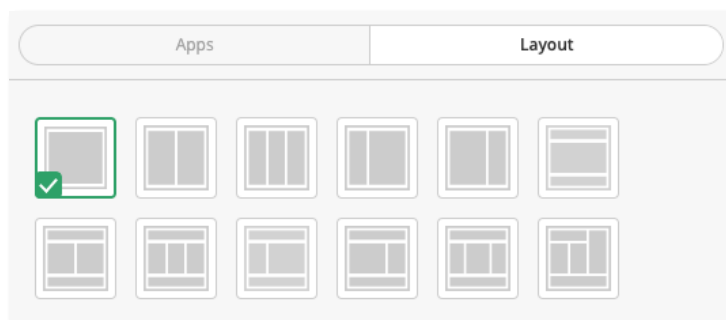
- Plan your content and photos in advance and select the best layout *(eliminate too many pages / minimize the amount of clicks it takes to get to content users are looking for)*

Left Navigation

- Links on the left under the Department Name are pages
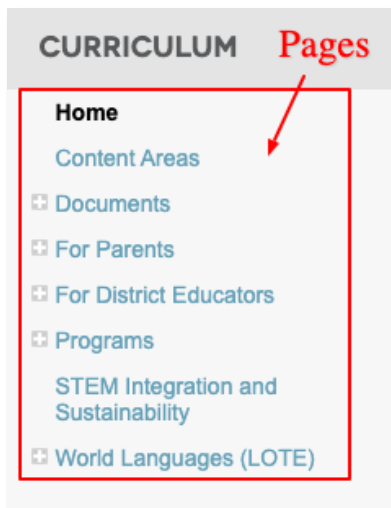
HOME PAGE

MAIN CONTENT AREA

- o **DEPARTMENT LOGO: The department logo should always be at the top of the homepage**
    - o Go here to find your department logo
    - o Refer to the HISD Style Guide for appropriate department logo usage

- o **PHOTO GALLERY or MULTIMEDIA ROTATOR**
    - o Multimedia rotator can link to important events, content or videos (click here for examples)

- o **WELCOME**
    - o Include a welcome message
    - o State purpose of your department
    - o Departmental photo *(if applicable)*

- **HIGHLIGHTS**
    - o Departmental news, upcoming events, videos
    - o Make sure accent images are the same size to align properly (example)

- o **CALENDARS**
    - o HISD calendar events will automatically flow into the calendar
    - o Post all of your department events to inform visitors

RIGHT COLUMN

- o **CONTACT US**
    - o Department physical address, phone number, fax number, email
    - o Manager's name, title, phone number, email
    - o Any additional staff contact information

- o **SOCIAL MEDIA FEED**
    - o Twitter feed *(if applicable)*
    - o Facebook feed *(if applicable)*

- o **QUICK LINKS**
    - o Link to important outside pages for your visitors
    - o Link to your department subpages
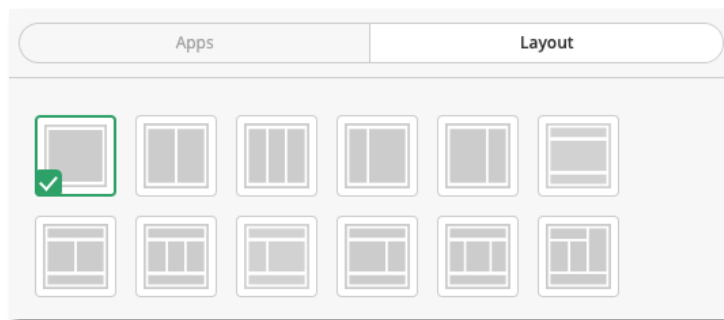   - o Link to other HISD department pages

SUBPAGE(S)

- o **These are pages under the Homepage**
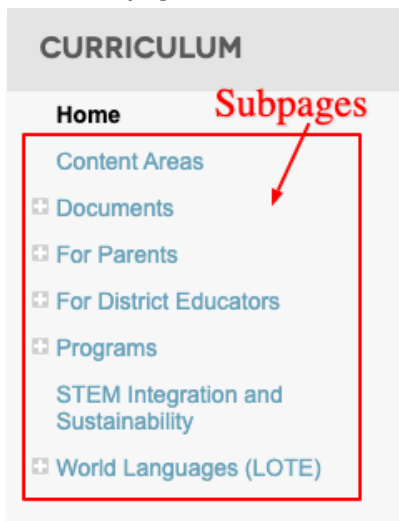
Choose your subpage layout ([Example](#))
- o Plan your content and photos in advance and select the best layout
  (eliminate too many pages / minimize the amount of clicks it takes to get to content users are looking for)
- o Choose from 12 different page layouts (see below)

- o Drag & drop different apps on your page by clicking on the Apps tab
- o Add your content to the apps
- o Rename your app name and make sure it is turned on to show up as your header