



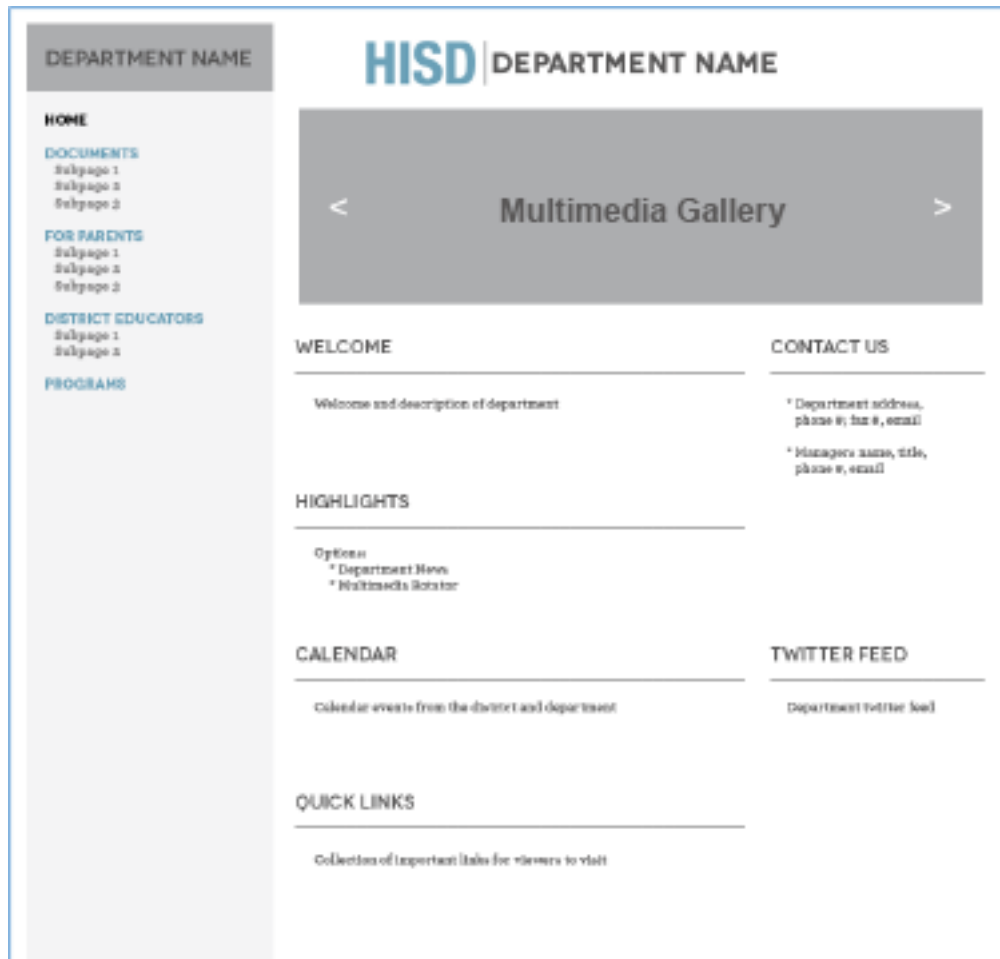
# HISD Department Webmaster Guidelines

## Introduction

All HISD departments are required to maintain an official website that includes department news, events and staff information, as well as information provided by the district. 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 consistent, current, and accurate information.

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 [web@HoustonISD.org](mailto:web@HoustonISD.org).

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



## Basic Website Maintenance Guidelines

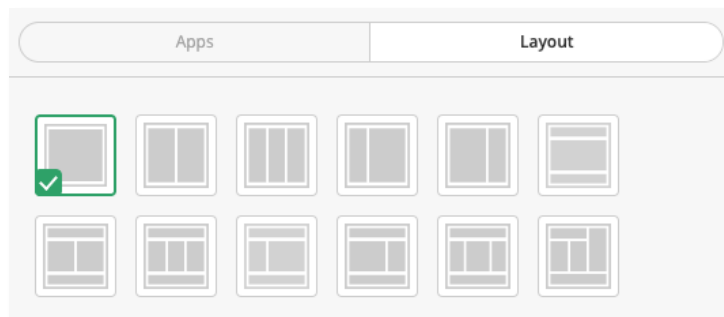
- Daily:
  - Ensure all contact information is correct and up to date.
  - Ensure all links are current and unbroken. There should be no links to outdated content.
  - Check spelling, punctuation, and grammar of all content.
  - When inserting links, be sure those pages open in new windows.
  - Ensure accent images are the same size.
- Weekly:
  - Update main image or rotating carousel of images.
  - Make sure news items are current and updated.

For questions or troubleshooting tips, email [web@HoustonISD.org](mailto:web@HoustonISD.org).

## Content Outline for Department Websites

Department administrators can:

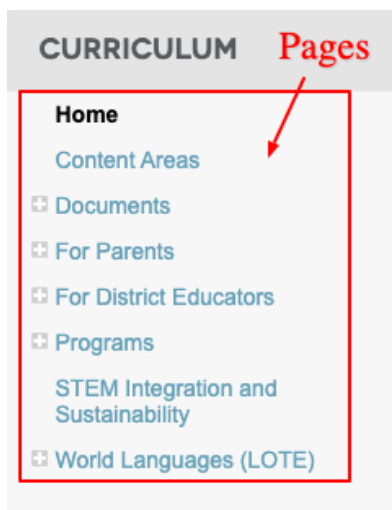
- Create new pages
- Rename and reorder pages
  - Nest pages (if applicable)
  - Redirect and/or hide pages
- Choose from 12 different page layouts (see below). Department home page should contain a right sidebar for contact information



- 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

- **DEPARTMENT LOGO:** The department logo should always be at the top of the homepage
  - Go [here](#) to find your department logo
  - Refer to the [HISD Style Guide](#) for appropriate department logo usage
- **MULTIMEDIA GALLERY**
  - Multimedia gallery can link to important events, content or videos (click [here](#) for examples)
- **WELCOME**
  - Include a welcome message
  - State purpose of your department
  - Departmental photo (*if applicable*)
- **HIGHLIGHTS**
  - Departmental news, upcoming events, videos
  - Make sure accent images are the same size to align properly ([example](#))
- **CALENDARS**
  - HISD calendar events will automatically flow into the calendar
  - Post all of your department events to inform visitors

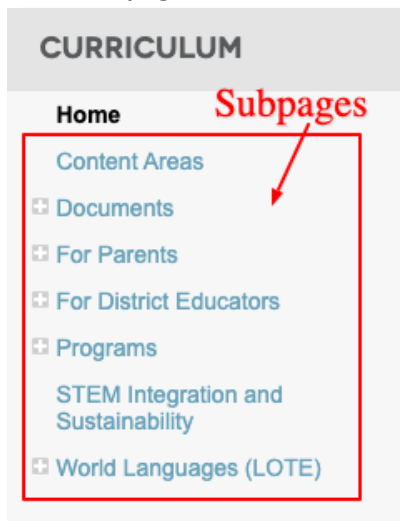
### RIGHT COLUMN

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

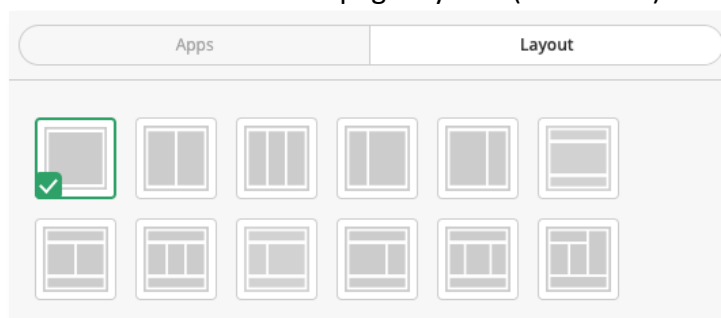
- **SOCIAL MEDIA FEED**
  - Twitter feed *(if applicable)*
  - Facebook feed *(if applicable)*
- **QUICK LINKS**
  - Link to important outside pages for your visitors
  - Link to your department subpages
  - Link to other HISD department pages

## SUBPAGE(S)

- **These are pages under the Homepage**



- **Choose your subpage layout**
  - 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)*
  - Choose from 12 different page layouts (see below)



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