



Best Practices Department Sections

For site & subsite directors

Maintain consistent editor layouts between sections.

New pages

- Remember to **click on Options and fill-in your App Name** with the name of your section (since you've named it here, you DO NOT need to type it again into the text field of your new page).
- Remember to **click the box Show the app name on my page.**

☒ Show the app name on my page.

Using this option for each of your apps ensures a consistent look as styling for this option is controlled by the site template.

Text standards

- Font should be *normal*. Do not change font name or size. That way it will display the default font chosen by the district.
- Headers—Use drop-down menu for *headers* (do not change *font size*).
- Color—Black is the preferred color. Avoid red, green or yellow as people with color perception issues may have trouble seeing the text.

- Avoid using flashing or scrolling text as visitors may find it distracting and skip.

Files

- Use Portable Document Format (PDF) when posting files. If you post file types such as WPD, PUB or INDD, visitors may not have an application to open those files.
- Display DOC, DOCX, XLS, XLSX, PPT, PPTX, PDF and PAGES files with the *Document Viewer* app.

Hyperlinks

Please create hyperlinks rather than URLs or spelled out email addresses.

Copying and pasting content

- When copying text from Microsoft® Word, consider removing all Word formatting by using *Paste Text Only* and reformatting it in the *Editor*.
- Or use the *Paste from Word*.

Spell check

Run *Spell Check* and correct any spelling errors. Remember that it does not check grammar!

Links

- Verify that links to outside web pages are functioning, current and appropriate.

- Links to outside web pages and files should open in a new window.

Calendars

- Calendars need to include: title, date, time, location. A short event description will boost attendance.
- Click on link for instructions on exporting/importing calendars from [Outlook to webpage](#) and vice versa.

Blogs

If you host a blog, you are responsible for maintaining the content. Blog postings should include material that is relevant to curriculum or class discussion. Visitor comments should require approval before being posted.

File sizes

Be aware of the file size of your images, documents and podcasts. Large files take a long time to download—visitors may become frustrated waiting for the content. Consider uploading podcasts to a third-party service and use the *Embed Code* app. [Schooltube](#) is recommended for video.

Tables

- Table appearance may be different, depending on the browser you use.

- Set table width to 90-95 percent to avoid content spilling off the page.
- Be aware of large images which could force a scroll bar to display.
- Set *Image Properties* to wrap text around a photo rather than inserting the image in a table.
- Consider creating your table in a Word document and display it using the *Document Viewer* app.

Images

- Use the *Insert Image* wizard to add images.
- Insert a **photo** that relates to your department. **Clipart is not acceptable on home page.**
- Include meaningful *alternate text* for the image. This makes the site ADA compliant. Screen reader applications for the blind read this out to them.
- Recommended image sizes when wrapping text is present.
150 pixels = 1.5 inches: portrait
250 pixels = 2.5 inches: landscape
- Keep images narrower than 500 pixels wide.
- Accent Images: Keep image width and height between 25-100 pixels. Any accent image with a width greater than 150 pixels is resized to 150 pixels.
- Avoid animated images.
- Use JPG and JPEG images for photos and GIF for poster-type artwork.

- When resizing, it is best to go from a larger image to a smaller one. Making a small image larger can result in a grainy or *pixilated* image.
- Avoid background colors and images on pages. If background colors are used, maintain high contrast between background colors and font for improved readability.

Photos of students

Check to make sure students are FERPA cleared before posting. If elementary/middle school student, do not use student's last name with the photo.

Photo galleries

The recommended setting for the *Gallery Width* is 500 pixels. Use JPG or JPEG images.

Copyright©

- Give proper credit for content that is posted from other sites. Review your district policies for posting content and copyright rules.
- Copyright infringement occurs when an individual inappropriately reproduces a work that is protected by a copyright
- You should make a standard practice of requesting permission from the holder of the work if your use of the material has the potential of being considered an infringement.

Apps and page layout

- Choose a page layout suitable for the apps and content you wish to display on the page.

- Use the *Flex Editor* app when no other app will do.

Apps options

If available, use social media elements to enhance app content by including the options Community Editing, Commenting and Rating.



Contact information page

This is the format all departments should be use when listing their contacts.

Hyperlink Email, Title, Department
xxx-xxx-xxxx

Fax: xxx-xxx-xxxx

Street address

City, State Zip

See example below if you have more than one contact (in the same department). Note: *Department* only listed after first name.

[Mary Waggoner](#), Director, Communications
425-385-4040

[Diane Bradford](#), Executive Staff Assistant
425-385-4040

[Linda Carbajal](#), Administrative Assistant
425-385-4041

Fax: 425-385-4012
4730 Colby Ave.
Everett, WA 98203

Miscellaneous AP rules

- Use hyphens for phone numbers, no dots, parentheses or slashes (e.g. 425-385-4000)

- No superscripts (eg. 12th) (e.g. April 12 or 12th of April)
- **BOLD** only, no underline
Confusing because of [hyperlinks](#)
- File names should be saved as:
Title case, no spaces
(e.g. FileName)
- Book titles should be *italicized*, not underlined

Links to helpful information:

- The *How do I...?* tab is very helpful!
- [Schoolwires Editor Best Practices](#)
- [Exporting Outlook Calendar](#)
- [New Logos for the web](#)

When inserting an image in Schoolwires.
Click on Clipart to get to Schoolwires provided clipart
Click on Shared Image to access graphics provided by the district.

Insert Image

Select an image location then choose your image. If you want, you can change the image size.



Upload Image

Upload an image from your computer or network.



Existing Image

Select an image that has already been uploaded.



Shared Image

Select an image from the shared library.



Clipart

Select an image from the Schoolwires Clipart Library.

Choose Folder:

Top Level Folder

▼ Images

District logo images

Elementary Graphics

School Logos

Secondary Graphics

► Staff photos