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![Provo City School District logo]

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5   **District Website Content**
6   **Policy Series: 7000**
7   **Policy No. 7150**
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10   **Purpose:**
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12   The purpose of this policy is to establish guidelines for the creation, maintenance, and
13   publication of content on official Provo City School District websites. This policy ensures that the
14   district's websites provide accurate, accessible, and up-to-date information to students, parents,
15   staff, and the community, while adhering to legal requirements and best practices for digital
16   communication.
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19   **Definitions:**
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21   1. Content Manager means an employee at each school that is responsible for overseeing,
22   creating, updating, and maintaining digital content across the district's website and social
23   media platforms.
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26   **Website Authorization Guidelines:**
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28   Authorized school and district websites are not to be hosted outside District Technology Support
29   control. District Technology Support shall have the ability to edit, change, disable and/or enable
30   school and district websites at any time. Teacher and staff web pages, must be hosted on the
31   district-approved learning management system (i.e. Canvas).
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34   **Content Guidelines:**
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36   The following guidelines must be followed when publishing content on an authorized district or
37   school website.
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1. **Accuracy & Timeliness:**
   All content published on district websites must be accurate, current, and regularly reviewed. Content should reflect the most up-to-date information regarding district policies, school events, announcements, materials, resources and any other pertinent information for stakeholders. Content published as posts is a timeline of events and does not need to be removed or changed once it becomes out-of-date. Any post content older than two years will automatically be archived.

2. **Relevance:**
   Only content relevant to the educational mission of Provo City School District and its schools should be published. Personal opinions or unrelated material should not be posted.

3. **Clarity & Consistency:**
   The language used on the website should be clear, concise, and easily understood by all audiences, including parents, guardians, and the community. Consistent style, tone, and format should be maintained throughout the district's websites.

4. **Student & Staff Contributions:**
   Any content contributed by students, staff, or community members must be reviewed for appropriateness and relevance. Only content that aligns with the district's mission and educational objectives should be published. Proper attribution must be given to all contributors.

Approval Process:

1. **Post Content:**
   Content for website news posts should be submitted to each location's assigned content manager who will then submit the content to be reviewed and published by the district Website Quality Assurance Specialist.

2. **Page Content:**
   All website page content must be submitted via work order to the district Website Quality Assurance Specialist to be reviewed, approved, and published.The review and approval of content may include collaboration with appropriate district staff, including school administrators or department heads, to ensure compliance with district policies.

Accessibility & Compliance

1. **ADA Compliance:**
   Provo City School District's websites must comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act. This includes ensuring content is

83   compatible with assistive technologies, such as screen readers, and provides text
84   alternatives for images, captions for videos, and keyboard navigability.
85

86   2. **Web Accessibility Standards:**
87   All websites must meet Web Content Accessibility Guidelines (WCAG) 2.1 Level AA to
88   ensure they are accessible to individuals with disabilities. This includes using proper
89   color contrast, clear typography, and ensuring websites are responsive and accessible
90   across various devices (desktop, tablet, mobile).
91 Any staff involved with website maintenance will be required to complete an annual ADA
92 Compliance and Website Accessibility safe school training.
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95 **Branding & Visual Identity**
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97   1. **Official Branding:**
98   Websites must adhere to the Provo City School District's official branding guidelines.
99   This includes consistent use of the district and school logo, colors, fonts, and visual
100   elements. Any use of the district or school logos or trademarks must be authorized by
101   district administration as outlined in [Policy 7125 Use of School District Names and
102   Insignias.](#)
103

104   2. **Design Consistency:**
105   Websites should have a consistent, user-friendly layout and structure. Navigation must
106   be intuitive and simple, ensuring users can easily find the information they need. Pages
107   should be mobile-responsive and designed to work across all devices. Changes to
108   design must be submitted to the Website Quality Assurance Specialist, to initiate the
109   process to approve and implement any necessary changes.
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112 **Privacy & Data Protection**
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114   1. **Confidentiality:**
115   No personally identifiable information about students, staff, or parents should be
116   published on the website without the appropriate consent. All content must comply with
117   the Family Educational Rights and Privacy Act (FERPA) and other privacy laws.
118

119   2. **Data Security:**
120   Any forms or online portals requiring personal information must use secure, encrypted
121   systems. The district will notify users of any data collection practices, and only
122   necessary personal information should be collected.
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Social Media Integration

1. **Social Media Integration:**
   If linked, Provo City School District's websites may include social media accounts. Social media content must follow the same standards as website content, ensuring it is accurate, respectful, and aligned with the district's educational mission.

2. **Moderation of Comments:**
   Comments or interactions on social media platforms linked to district websites must be monitored to maintain respectful communication. Any inappropriate or irrelevant content may be removed following the guidelines outlined in Policy 7500.

Website Maintenance & Updates

1. **Regular Updates:**
   Websites should be updated regularly to ensure that information regarding school schedules, upcoming events, district policies, and emergency communications are current. Designated content managers are responsible for ensuring updates are promptly submitted to the Website Quality Assurance Specialist via work order.

2. **Broken Links & Errors:**
   When broken links, outdated information, or other errors are identified, they should be promptly submitted to the Website Quality Assurance Specialist via work order.

3. **Archived Content:**
   Page Content that is no longer relevant should be archived or removed from public view. Historical content should be retained when appropriate but clearly marked as archived. Post content will remain active for a period of two years before being automatically archived. This will be completed by the Website Quality Assurance Specialist.

Audits

Additionally, the Website Quality Assurance Specialist shall maintain a system for monthly and annual audits of all school and district websites to ensure compliance, relevance and accuracy.

Monthly Audit

1. **Accessibility Check**
   a. **Automated Accessibility Testing:** Use available tools to scan pages for accessibility issues (i.e., missing alt text, contrast errors, and form labeling).
   b. **Manual Accessibility Review:**
      i. Check that all key pages (home page, contact page, key announcements) are navigable by keyboard only.

169   **ii.** Test major pages with screen readers to ensure content is properly read
170   out.
171

172 2. **Content Accuracy Check**
173   a. **Check for Dead Links:** Use link-checking tools to identify and fix broken links.
174   b. **Verify Updated Information:** Ensure that calendar dates, event details, and
175   important school district announcements are current and accurate.
176   c. **Check for Outdated Content:** Review critical pages (i.e.homepage, event
177   pages) to ensure that there is no outdated information.
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179 3. **Search Engine Optimization (SEO) & User Experience**
180   a. **Check for Broken or Missing Metadata:** Ensure that pages have proper titles,
181   descriptions, and relevant keywords.
182   b. **Page Speed Test:** Use available tools to check the load times and optimize for
183   performance.
184   c. **Mobile Compatibility Check:** Test key pages to ensure they are responsive and
185   display correctly on mobile devices.
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187 4. **Privacy Compliance**
188   a. **FERPA Review:** Check that no personally identifiable student information is
189   publicly accessible without proper consent.
190   b. **Legal Notices Review:** Verify that privacy policies, terms of use, and other legal
191   notices are up-to-date.
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194 **Annual Audit**
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196 1. **Comprehensive Accessibility Audit**
197   a. **Full WCAG 2.1 Compliance Review:** Conduct a complete audit using both
198   automated tools and manual checks to ensure compliance with **WCAG 2.1 AA**
199   standards.
200   b. **Test with Multiple Screen Readers:** Manually test several major pages with
201   different screen readers to confirm content is fully accessible.
202   c. **Keyboard-Only Navigation Testing:** Ensure all interactive elements are
203   accessible via keyboard (i.e. forms, links, menus, etc.).
204

205 2. **Content Review & Verification**
206   a. **Accuracy Check:** Review key pages (i.e. district news, calendar, student
207   handbook, staff directories) to ensure the content is relevant, accurate, and up-
208   to-date.
209   b. **Outdated Content Identification:** Identify any outdated information on all
210   pages, especially around event dates, staff lists, and other time-sensitive content.
211   c. **Dead Link Check:** Using available tools, conduct a full site audit for broken or
212   outdated links

213 d. **Privacy Compliance:** Verify that no personal student data or sensitive
214   information is posted on the website without proper consent.
215 e. **Update Legal Documents:** Review and update privacy policies, terms of use,
216   and any other legally required notices.
217
218 3. **Performance & SEO Optimization**
219   a. **SEO Review:** Ensure that all pages are optimized for search engines, including
220   checking that meta tags are properly formatted and relevant, pages are properly
221   indexed, and URLs are clean and SEO-friendly.
222   b. **Page Speed and Performance Audit:** Conduct a performance audit using
223   available tools and optimize any pages that are slow to load or experience
224   performance bottlenecks.
225   c. **Mobile Compatibility Testing:** Verify that the website continues to be fully
226   responsive and performs well on various devices, checking not just for layout but
227   also for functionality.
228
229 4. **User Experience (UX) Testing**
230   a. **Conduct Usability Testing:** Gather feedback from actual website users about
231   the site's usability, performance, and appearance.
232   b. **Accessibility Testing with Real Users:** In addition to technical audits, conduct
233   usability testing with users who have disabilities (i.e., blind or low-vision users) to
234   ensure that real-world navigation is functional.
235
236 5. **Compliance with All Laws & Regulations**
237   a. **FERPA Compliance Review:** Conduct a thorough review to ensure that no
238   personally identifiable student information is published or shared without
239   appropriate consent.
240   b. **ADA Compliance Check:** Confirm that all ADA-required accessibility features
241   are in place, especially for multimedia content (i.e., closed captions for videos).
242   c. **Check Copyright and Licensing:** Ensure that any third-party content (images,
243   videos, documents) is correctly attributed and that proper licenses are in place.
244
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246 **Legal & Ethical Standards**

247 1. **Compliance with Laws:**
248   All website content must adhere to federal, state, and local laws, including copyright
249   laws, intellectual property rights, and educational regulations, such as FERPA and the
250   Individuals with Disabilities Education Act (IDEA). The district will not publish content
251   that violates any legal or ethical standards.

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253 2. **Third-Party Content:**
254 Any third-party materials (images, videos, or documents) used on the website must be
255 properly licensed or authorized for use. Copyrighted material must be used only with
256 permission or within fair use guidelines. Any third party content that can be accessed on
257 a Provo City School District website must also be compliant with ADA Compliance and
258 Web Accessibility standards outlined in the Americans with Disabilities Act (ADA),
259 Section 504 of the Rehabilitation Act, and Web Content Accessibility Guidelines (WCAG)
260 2.1 Level AA.
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263 **Communication and Feedback**
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265 1. **Public Feedback:**
266 Provo City School District encourages feedback from the public, including parents,
267 students, and community members, regarding website content and usability. Feedback
268 can be submitted through a designated online form or other communication channels.
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270 2. **Crisis Communication:**
271 In the event of an emergency or urgent situation, the website will serve as a primary
272 platform for disseminating important information to the public. Designated personnel will
273 be trained to handle crisis communication efficiently and ensure that critical information
274 is posted promptly.
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277 **Legal References:**
278 ADA Compliance and Web Accessibility Standards
279 Web Content Accessibility Guidelines
280 Section 504 of the Rehabilitation Act
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282 **Board Approved:**
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