Provo City School District
Policy Series: 7000 Community

Policy No. 7150

District Website Content

Purpose:

The purpose of this policy is to establish guidelines for the creation, maintenance, and publication of content on official Provo City School District websites. This policy ensures that the district's websites provide accurate, accessible, and up-to-date information to students, parents, staff, and the community, while adhering to legal requirements and best practices for digital communication.

The Board of Education designates the Superintendent and District Leadership to adopt policies for auditing websites to keep them in compliance with current ADA Accessibility Requirements.

Definitions:

1. Content Manager means an employee at each school that is responsible for overseeing, creating, updating, and maintaining digital content across assigned school's website and social media platforms.

Website Authorization Guidelines:

Authorized school and district websites are not to be hosted outside District Technology Support control. District Technology Support shall have the ability to edit, change, disable and/or enable school and district websites at any time. Teacher and staff web pages, must be hosted on the district-approved learning management system (i.e. Canvas).

Content Guidelines:

The following guidelines must be followed when publishing content on an authorized district or school website.

1. **Accuracy & Timeliness:**
   All content published on district websites must be accurate, current, and reviewed weekly. 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be removed or changed once it becomes out-of-date.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

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

2. **Web Accessibility Standards:**
   All websites must meet current Web Content Accessibility Guidelines to ensure they are accessible to individuals with disabilities. This includes using proper color contrast, clear typography, and ensuring websites are responsive and accessible across various devices (desktop, tablet, mobile). The most current version requirements can be found on our district's [Public Relations website](#)

Any staff involved with website maintenance will be required to complete an annual ADA Compliance and Website Accessibility safe school training.

Branding & Visual Identity
1. **Official Branding:**
   Websites must adhere to the Provo City School District's official branding guidelines. This includes consistent use of the district and school logo, colors, fonts, and visual elements. Any use of the district or school logos or trademarks must be authorized by district administration as outlined in [Policy 7125 Use of School District Names and Insignias.](#)

2. **Design Consistency:**
   Websites should have a consistent, user-friendly layout and structure. Navigation must be intuitive and simple, ensuring users can easily find the information they need. Pages should be mobile-responsive and designed to work across all devices. Changes to design must be submitted to the Website Quality Assurance Specialist, to initiate the process to approve and implement any necessary changes.

Privacy & Data Protection
1. **Confidentiality:**
   No personally identifiable information about students, staff, or parents should be published on the website without the appropriate consent. All content must comply with the Family Educational Rights and Privacy Act (FERPA) and other privacy laws.

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

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 weekly 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.

Legal References:

ADA Compliance and Web Accessibility Standards
Web Content Accessibility Guidelines
Section 504 of the Rehabilitation Act

Board Approved: May 27, 2025