



Administrative Procedure 2145

Web Page Guidelines for Brandon School Division

Board Governance Policy Cross Reference: [1](#), [11](#), [12](#), [13](#), [14](#), [15](#)

Administrative Procedures Cross Reference:

[Communications](#)

[Communications – Media Relations](#)

Form Cross Reference:

Legal/Regulatory Reference:

[The Freedom of Information and Protection of Privacy Act](#)

[The Personal Health Information Act](#)

Date Adopted: July 2014

Amended: May 2019

This Administrative Procedure is to guide in the development of Brandon School Division web pages.

Division Website

The Division has established a website in order to present information about the Division via the World Wide Web. The Communications Coordinator has been designated the Webmaster, responsible for the content and maintenance of the main pages within the website. Only information deemed to be public shall be posted on the website.

Divisional Department Web Pages

The supervisor of each department shall designate an individual or individuals to be responsible for managing the department's pages on the Division website; however, the supervisor is ultimately responsible for the content of the department's web page(s). Only information deemed to be public shall be posted on the department's web page. The Division Webmaster shall have administrator access to all department web pages.

School Web Pages

It is expected that each school shall maintain a presence on the World Wide Web through a website linked from the Division website in order to present information about the school. The School Leader shall designate an individual/or individuals to be responsible for managing the school website; however, the School Leader is ultimately responsible for the content of the school's web pages. Only information deemed to be public shall be posted on the school website. The Division Webmaster shall have administrator access to all school sites.

School Website Content and Procedures

School websites shall contain the following information:

Sections of School Websites	Content	Role/Responsibility/ Approval
About	<ul style="list-style-type: none"> • School Handbook • School Brochure (if available) • Code of Conduct 	<ul style="list-style-type: none"> • Must be approved by School Leader or designate • Must be updated at least once per school year or as required
Admission and Registration	<ul style="list-style-type: none"> • Link to BSD Main Admissions and Registration page 	<ul style="list-style-type: none"> • Link to remain active • Content updated by the Communications Coordinator
News	<ul style="list-style-type: none"> • News Stories • Newsletter - post electronic (PDF) copy of school Newsletter 	<ul style="list-style-type: none"> • Must be approved by School Leader or designate and updated on a regular basis. • Must be approved by School Leader or designate and updated on a regular basis.
Calendar	<ul style="list-style-type: none"> • School related activities as per School Leader's direction 	<ul style="list-style-type: none"> • Must be approved by School Leader or designate and updated on a regular basis
Library	<ul style="list-style-type: none"> • Link to L4U Library System 	<ul style="list-style-type: none"> • Link to remain active
For Parents	<ul style="list-style-type: none"> • School Day Calendar: Link to BSD Calendar • Supply Lists • Catchment Maps (Link to Main BSD site) • School Locator • Transportation (Link to Main BSD Student Transportation page) 	<ul style="list-style-type: none"> • Communications Coordinator to update School Day Calendar • Must be updated in June of each year as approved by School Leader • Maps to be updated by the Communications Coordinator • Updated by the Communications Coordinator • Updated by the Communications Coordinator

Sections of School Websites	Content	Role/Responsibility/ Approval
Staff	<ul style="list-style-type: none"> List of Current Staff 	<ul style="list-style-type: none"> Must be approved by School Leader or designate and updated upon any staffing change in the school
Band	<ul style="list-style-type: none"> Link to East Side Band Link to Brandon West Middle School Band 	<ul style="list-style-type: none"> Link as appropriate Updated by the Communications Coordinator
Council	<ul style="list-style-type: none"> Parent Council Overview 	<ul style="list-style-type: none"> Must be approved by School Leader or designate
Contact	<ul style="list-style-type: none"> General contact information for School Leader(s), School Administrative Assistant, School Address, Phone Number, Fax (where appropriate) and Email Address 	<ul style="list-style-type: none"> Must be current and approved by School Leader or designate and updated upon any applicable change in the school
External Links	<ul style="list-style-type: none"> Links to approved educationally-appropriate external websites 	<ul style="list-style-type: none"> Must be current and approved by School Leader or designate

Approval of Content Process

The School Leader or designate will approve all content for the school website. The School Leader is ultimately responsible for the content of the school's website.

School Websites Shall Not Contain:

- School maps or classroom locations (e.g. room numbers).
- Advertising, commercial logos or endorsement of commercial products, companies or organizations, with the exception of school programs run in partnership with outside organizations.

Sharing of Website News/Information with the Office of Communications

	Procedure	Role/Responsibility /Approval
Pushing Information to Division Website/	When “articling” a feature story, click “Internet” and “News”	Office of Communications will evaluate and post as appropriate
Social Media	Email appropriate content/information to the School Leader or designate to request publishing on school-based social media channels.	School Leader or designate must approve content to be published on school-based social media channels.

Copyright

When creating web pages within the Division websites, all users must adhere to copyright laws when using text, audio, video, images and background textures on web pages.