

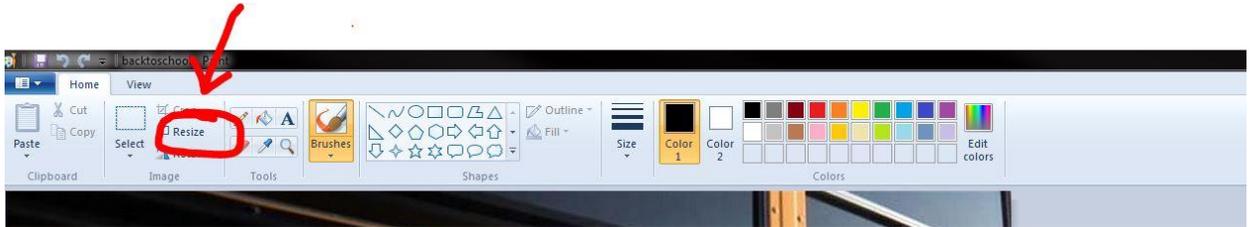
Bibb Schools Webmaster Guidelines

As we work to have a clean, professional and consistent aesthetic across the District on all digital platforms, please review and utilize the style guide for www.bcsdk12.net.

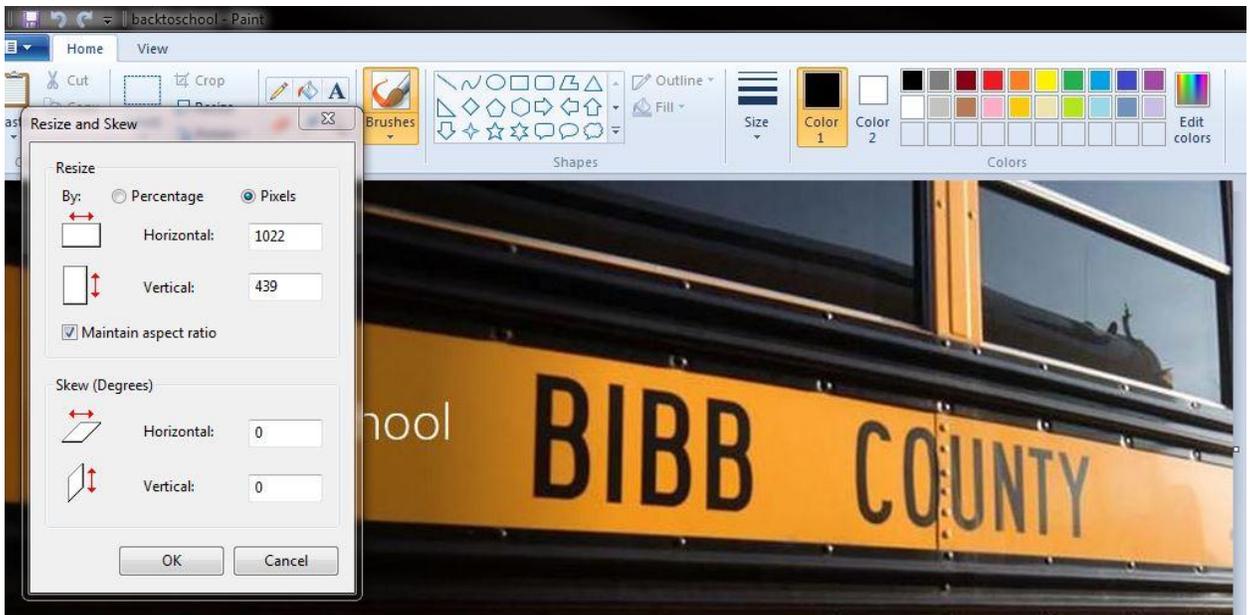
- **Homepage:** The homepage should contain a welcome message from the principal. There is no need to include a photo gallery in the body of the homepage because pictures will rotate at the top of the template. If you want to showcase school events in another photo gallery, place a link on the homepage to the photo gallery (which should be located on another webpage).
- **Fonts:** Stick to the standard template font and colors. Do this by avoiding the text options when typing in the text boxes. Other colors are difficult for many users in the community to read. Also avoid whimsical fonts, like Comic Sans, and colors that don't match the template aesthetic.
- **Photo Usage:** Please only use photos that we know we have copyrights to use. If we don't know who took the photo and we don't have permission from the photographer or creator, we can't use the photo on our website. This also applies to .gifs and stock photos.
- For our new template, upload photos that are horizontal **999 x 430** for the main photo gallery.

How to Size a Photo

- To size a photo, open the program “Paint.” This free program is available on every Windows computer. In Paint, “Open” your photo from the folder you saved it. At the top in the menu bar, click “Resize.”



- A window opens. Then, click the bubble for pixels. Once you’ve clicked the Pixels option, this is where you’ll see the size of the photo. (See below.) Check to make sure the photo is at least 999 horizontally. If your photo is larger, change the number next to Horizontal. The vertical option will adjust itself to match itself proportionately. **Do not adjust the vertical size.** This will stretch your photo in an odd way. If a photo is below 999, don’t try to enlarge it. This will pixelate the photo and cause it to look grainy. A photo smaller than 999 will likely not be usable in the large photo space of the website. Once you’ve checked/revised the size, click Ok. Then “Save as” and pick a new name for your .jpg. This will ensure that you don’t override the original file that you may need later.



- When using cellphone photos, email yourself the “large” size from iPhones. Tip: When taking photos, hold your phone with the home button to the right so that you’re taking horizontal photos.
- Generally, horizontal photos look best when you post on the website or anywhere online.
- If you have a rotating gallery at the bottom of your website, photos will need to be 300 x 220.
- If a photo is grainy or too dark, don’t use it.
- **Photo Titles:** Give your photos a title with one to three words in the “title” option after you’ve uploaded the photo. These titles are now visible to the public as they publish and show over the photo on your website.
- Do not add text to original photos before uploading the photo.
- **Clip Art/GIFS:** Please don’t use .gifs files or clip art. These generally violate copyright laws and don’t offer a professional, consistent website. Schoolwires has some built-in clip art that can be used.
- **Relevance:** Check pages often for timeliness. Take down anything that is old news. Be sure to upload anything that parents and stakeholders will be looking for before they’re looking for it.
- **Highlight and celebrate success!** Be sure to post your school’s achievements!
- Avoid using the website as a place to store files for internal use. Make sure you save any information you would need to your computer. The website is not a file system.
- Avoid random lists of link “resources.”

- **Calendar:** Be sure to enter all important school dates into your school calendar. Stakeholders want to be able to rely on our calendar tools.
- **Minimalism:** Good design is adding as little as possible. In other words, if an element doesn't serve a purpose on your page or make the website easier to understand, don't add it. The less information someone has to process when they come to your page, the better experience they will have. Aim for simplicity.
- **Accessibility:** Make it easy for parents and stakeholders to find what they're looking for. More than three clicks and you have probably lost them! Put yourself in the shoes of the user. If you're a parent and looking for a dress code, where would you expect to find it on the website? If you're someone wanting to attend a magnet school, where would you expect to find an application and general magnet program information?
- **Customer Service:** Keep in mind that our websites are often the first step someone takes into Bibb County. Think of your school website as your front door. What does it say to visitors? Is it welcoming? Does it share what you're accomplishing? We want our sites to welcome potential and current Bibb County residents, as well as show that we are putting our best foot forward toward educating students for a 21st century society. So highlight your achievements! Tell potential stakeholders why your school is great and why their children should attend your school!!
- **Scrolling:** Avoid posting information in a way that requires the user to scroll for any length of time.
- **Tables:** Don't use tables.
- Make sure school location, phone number and fax number are listed on the homepage.

- **Channels:** Your school website should have the following channels:
 - **Home**
 - **Administration**
 - **Faculty/Staff**
 - **Parents**
 - **Students**
 - **Channel Unique to Your School If Applicable (for example: Magnet Programs, Hutchings Pathways)**

- **American Disability Act Compliance:** When uploading any image to the website, be sure to type in the “alt text” that explains the image. This allows visually-impaired users to access our website.