

Process: Website Calendar Events (with a Post)

Sumption, Chris
WEB CONTENT MANAGER 2

Use this process for events that need to be advertised in the news feeds of other district website pages. This process also works great for events that have resources that need to stay available to community members well after the event. An example of this would be information sessions. We typically make available recordings and PowerPoint presentations that were used in past sessions.

For these types of calendar events, you will want to create a [website news post](#) and a [website calendar event](#) that takes users back to the news post.

Rationale: The news post will be the single source of information about the event. The news post can also be used to advertise the event on other district [website channels](#). The calendar event acts as an advertisement for the event driving traffic back to the news post. It will appear on the district website calendar and if configured, it can appear on other [website calendar event channels](#) like school website calendars.

Step 1: Add the event to the [Communications Calendar](#). Verify that the event does not conflict with another already scheduled event or recognized holiday. If there is a conflict, seek guidance from Communications leadership.

Step 2: Use the [Website News Posts Process](#) to build your post content.

Step 3: Use the [Website Calendar Events \(Calendar Event Only\) Process](#) to build your calendar event content.

Example calendar event format that illustrates this process:

#Home → Events → Parent Information Sessions →

9th Grade Registration Town Hall for current 8th grade students

WHEN: March 3, 2022 @ 4:00 pm – 5:00 pm
WHERE: Virtual - Microsoft Teams
 PARENT INFORMATION SESSIONS

Join high school counselors and district staff to learn the process for 9th grade Course Registration for the 2022-23 school year.

[Learn more about this Event](#)

Calendar Add to Calendar

Upcoming Events

- APR 11 Mon No School: Spring Break
- APR 15 Fri Spring Holiday, All District Off...

Step 4: Make sure your content aligns with [district best practices and applicable compliance guidelines](#).

Step 5: Submit your content to the [Website Support Request Form](#).

- Home
- Website Help
- Content Accessibility
- WordPress
- Processes
- Website Channels
- Recycle bin
- Edit



Process: New Web Pages

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WEB CONTENT MANAGER 2

The following process illustrates how to submit new web page content for publication to the district website. For information on how to create a Page using WordPress, [please visit our Pages page](#).

Step 1: Download a copy of the [BSD New Page Template](#).

Step 2: Use the template to build your page content.

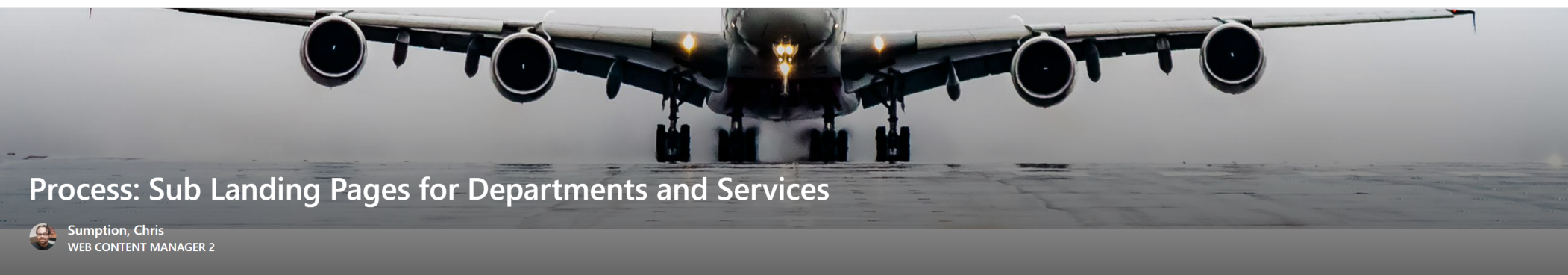
For child pages that need the right-side navigation menu ([see CTE Resources page](#)), you can use this template:

https://bsd405.sharepoint.com/:t:/s/communications/EZ4eQYO2MRLjIPGWOsZkVkBvNsy_rtKn2f0Sz_azs85sA?e=fjFnTA

Step 3: Make sure your content aligns with [district best practices and applicable compliance guidelines](#).

Step 4: Submit your content to the [Website Support Request Form](#).

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Process: Sub Landing Pages for Departments and Services

Sumption, Chris
WEB CONTENT MANAGER 2

The following process illustrates how to submit new Sub Landing Page content for publication to the district website. For information on how to create a Page using WordPress, [please visit our Pages page](#).

[Learn more about the new Departmental Sub-Landing Page Design \(PowerPoint\)](#)

Step 1: Download a copy of the [BSD New Page Template](#).

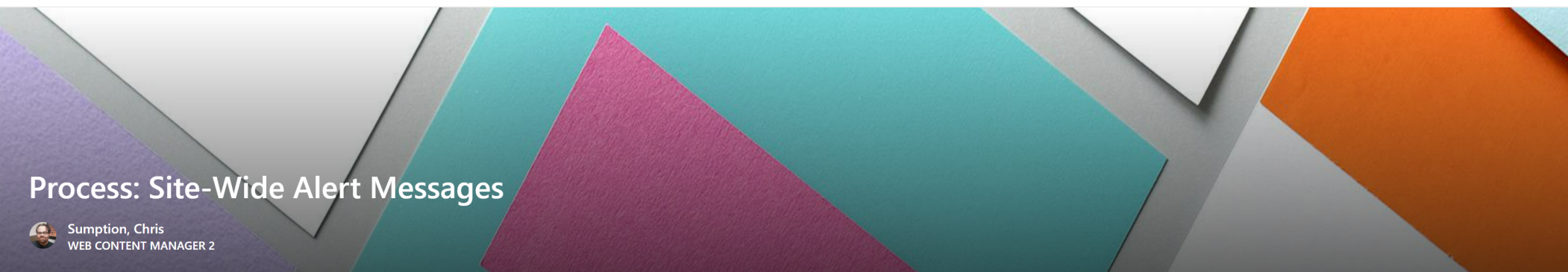
Step 2: Use the template to build your page content.

Use these page examples for the "Page Template" prompt:

- Main Top-Level Page:
 - <https://bsd405.sharepoint.com/:t:/s/communications/EdTDAg31zMxJk2rU1WfLIK0BJmFb7mJ6fFykc0poHrLZtA?e=sMeU19>
- Child Pages:
 - https://bsd405.sharepoint.com/:t:/s/communications/EZ4eQYO2MRLjIPGWOsZkVkBvNsy_rtKn2f0Sz_azs85sA?e=fjFnTA

Step 3: Make sure your content aligns with [district best practices and applicable compliance guidelines](#).

Step 4: Submit your content to the [Website Support Request Form](#).



Process: Site-Wide Alert Messages

Sumption, Chris WEB CONTENT MANAGER 2

Use this process for site-wide alert messages that appear on every district and school webpage.

Scroll down to learn more about recommended message length, holiday closure message examples, and air quality message examples.

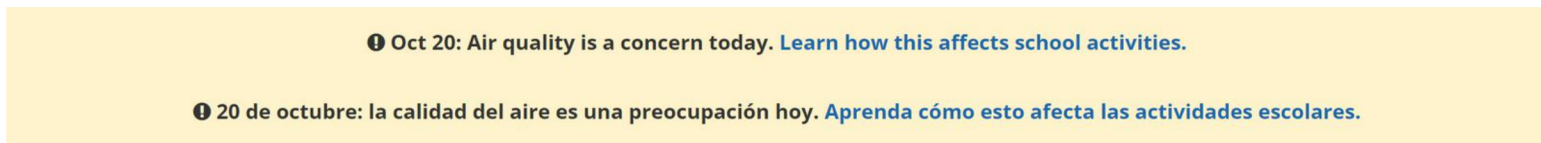
Recommended Message Length:

104 English characters (90 if you don't include the spaces)

You can get a character count in a Word document by selecting the "Review" tab and clicking "Word Count." You can find both the number of characters with spaces and the character count not including spaces.

Rationale:

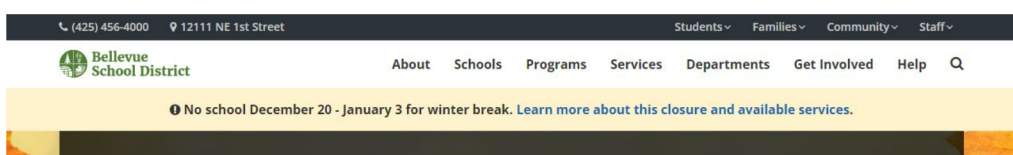
Since this message is displayed on every single page of the website, if the message takes up too many lines, it pushes the page titles and other content below the fold of a mobile device. That presents difficulties for community members understanding which pages they have navigated to. It also visually interrupts any messaging that other website properties are attempting to advertise. 104 characters produces a good compromise height of 102 pixels which equates to 15% of the available viewport height of an average 850-pixel high device. Average mobile screen dimension for BSD community members is 400 by 850 pixels. If you subtract the navigation menu height, the available screen height is approximately 700 pixels. This compromise also tries to address the potential change in content length that can occur when machine translation is applied.



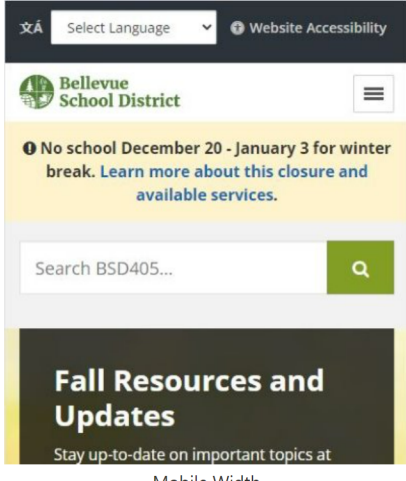
The change in content length that can occur when machine translation is applied.

Base Message HTML:

```
<div class="sitewide-alert" style="background-color: #fff3cd; color: #333333; padding: 15px; text-align: center; font-family: 'Open Sans', Arial, sans-serif; font-size: 16px; line-height: 1.5em; font-style: normal; font-weight: 400;"><div class="container" style="padding-left:0px; padding-right: 0px; max-width: 955px;"><i class="cs-in fa fa-exclamation-circle icon-vertically" aria-hidden="true"></i> <strong>No school December 20 - January 3 for winter break. <a style="font-weight: 700; color: #1968ae" href="https://bsd405.org/event/no-school-winter-break-4/">Learn more about this closure and available services</a></strong></div></div>
```



Desktop Width



Mobile Width

Holiday Closure Message Examples

104-character (with spaces) length message examples:

- No school December 20 - January 3 for winter break. [Learn more about this closure and available services](#)
- No school May 30 in observance of Memorial Day. [Learn more about this closure and available services](#)

Where additional information about the holiday closure can be accessed:

When community members use the "Learn more..." link, they should be taken to the corresponding Calendar Event page that already exists for the holiday (see examples above).

That page should include but not limited to:

- The dates of the closure.
- When school resumes.
- Information about what services are affected by this closure: grades K-12, Preschool, Transition Program, childcare, etc.
- Whether or not district and school offices are open.
- Any available services available to families like Right at School or Boys and Girls Club.

Rationale: The holiday Calendar Event pages use the "Important Dates" category. This means those calendar events are replicated on all school calendars that use the WordPress Events calendar. This provides additional advertising to community members about affected services during the closure, especially if the calendar event page is updated well in advance of the closure.

Air Quality Message Examples

104-character (with spaces) length message examples:

- BSD is monitoring air quality changes due to forest fires. [Learn how school activities may be impacted](#)
- Sep. 21: Air quality is a concern for this afternoon/evening. [Learn how this affects athletic activities.](#)
- Air quality due to forest fires is moderate. [Learn how school activities are impacted](#)
- Air quality due to forest fires is unhealthy. [Learn how school activities are impacted](#)
- Air quality due to forest fires is very unhealthy. [Learn how school activities are impacted](#)
- Air quality due to forest fires is hazardous. [Learn how school activities are impacted](#)

Where additional information about the air quality alert can be accessed:

When community members use the "Learn how..." link, they should be taken to a corresponding news post which provides more information and resources about the alert.

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On this page, learn how to properly publish and retire media files (PDF, images, etc.) that are hosted on the district website.

Important: For record retention purposes, before replacing or deleting media files (PDFs, images, etc.) from the district website:

1. Download a copy of the file that you are replacing or deleting.
2. Save the old version of the file to the ticketed post in the Website Updates Teams channel (or other documentation medium).

Steps for Publishing PDF Files to the District Website

1. (If applicable) Retire and save the old PDF(s). Save it to the correct Teams post or other documentation medium.
2. Rename PDF(s) using the [compliant naming convention](#).
3. Add [WCAG compliant Title and Language metadata](#) to the PDF(s).
4. Upload the new PDF(s) to the correct media location.
5. (If applicable) Add or update [WCAG compliant link\(s\)](#) to the PDF(s) on relevant web pages.
6. Validate that the link(s) takes the community member to the correct PDF(s).

Steps for Publishing Image Files to the District Website

1. If replacing an image file, retire and save the old image file(s) Save it to the correct Teams post or other documentation medium.
2. Rename image file(s) using the [compliant naming convention](#).
3. Upload the new image file(s) to the correct media location.
4. Add [WCAG compliant Alternative Text metadata](#) to the image file(s)
5. (If applicable) Add or update [WCAG compliant link\(s\)](#) to the images on relevant web pages.