

Website Content Guidelines

1. Each page should have an overview

This is a 1-2 paragraph summary of what a visitor would find on this page.

Tip - Think about your audience. Use vocabulary that anyone can understand and try to avoid acronyms.

For SCUSD Department pages – this should be about what your department does.

2. List staff contact information

Each school website and department page is strongly encouraged to list all their staff contact information.

For School websites – your staff directory is already part of the website template under About Us.

For SCUSD Department pages – Depending on how large your department is you can list this information either on the landing page or create a subterm for the staff roster.

3. Keep all documents updated

Make sure both your ISO and other documents are up to date. The date the document was posted should be listed. To update this when you update your form change the “post date” field under Calendar Dates.

4. Highlight your popular content

Highlight your most popular content or documents by making pods on your department landing page linking back to the document.

5. It's your responsibility to keep content current and appropriate

Remember you are responsible for your online content. Check in regularly and update to present your visitors the latest information. Make sure all content is appropriate for publication. Don't include copyrighted material or photos that do not have proper permission. Refer to our Communication Handbook for Principals if you have any questions.