



## Administrative Procedure 2205

### Web Page Guidelines

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

**Administrative Procedures Cross Reference:**

[Communications](#)

[Accessibility Standard for Information and Communication](#)

[Social Media Guidelines](#)

[Clear Print Guidelines](#)

[External and Internal Media Use of Images and Recordings](#)

**Form Cross Reference:**

[External and Internal Student Media Release Form](#)

[External and Internal Media Coverage \(General\) Notice to Parents](#)

[Accessibility Standard for Information and Communication Acknowledgement Form](#)

[Accessibility Requests & Feedback Form](#)

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**Legal/Regulatory Reference:**

[The Human Rights Code](#)

[The Accessibility for Manitobans Act](#)

[Web Content Accessibility Guidelines \(WCAG\)](#)

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**Date Adopted:** July 2014

**Amended:** August 2024

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This Administrative Procedure is to be used as a guide in the development of Brandon School Division web pages and content.

#### **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 Principal shall designate an individual/or individuals to be responsible for managing the school website; however, the School Principal 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
<b>Administration &amp; Registration</b>	<ul style="list-style-type: none"> <li>• About (Page)                             <ul style="list-style-type: none"> <li>○ School Handbook</li> <li>○ School Brochure (if applicable)</li> <li>○ School Vision &amp; Mission</li> <li>○ Other School-Based Pages as Needed</li> </ul> </li> <li>• BSD Admissions &amp; Registration (Link)</li> <li>• School Staff (Page)</li> </ul>	<ul style="list-style-type: none"> <li>• Maintained by School</li> <li>• Content must be approved by the School Principal or designate</li> <li>• School content must be reviewed and updated at least once per school year or as needed</li> </ul>

Sections of School Websites	Content	Role/Responsibility/ Approval
<b>Programs &amp; Initiatives</b>	<ul style="list-style-type: none"> <li>• ABC You in Kindergarten</li> <li>• Band               <ul style="list-style-type: none"> <li>○ Brandon West Middle School Band</li> <li>○ East Side Band</li> </ul> </li> <li>• Extracurricular Activities</li> <li>• Grade 7/8 Options</li> <li>• Other School-Based Pages as Needed</li> </ul>	<ul style="list-style-type: none"> <li>• Maintained by School</li> <li>• Maintained by Division</li> <li>• School content must be approved by the School Principal or designate</li> <li>• School content must be reviewed and updated at least once per school year or as needed</li> </ul>
<b>Community &amp; Family</b>	<ul style="list-style-type: none"> <li>• Calendar (School Based)</li> <li>• Division Events &amp; School Day Calendar</li> <li>• School Cash Online</li> <li>• School Supply Lists</li> <li>• Student Transportation</li> <li>• Volunteering in BSD Schools</li> <li>• Parent Council</li> <li>• Other School-Based Pages as Needed</li> </ul>	<ul style="list-style-type: none"> <li>• Maintained by School</li> <li>• Maintained by Division</li> <li>• Maintained by Division</li> <li>• Maintained by School</li> <li>• Maintained by Division</li> <li>• Maintained by Division</li> <li>• Maintained by School</li> <li>• Maintained by School</li> </ul>
<b>Student Resources</b>	<ul style="list-style-type: none"> <li>• Library</li> <li>• Office 365</li> <li>• PSST World</li> <li>• Seesaw</li> <li>• Other School-Based Pages as Needed</li> </ul>	<ul style="list-style-type: none"> <li>• Link Maintained by Division</li> <li>• Link Maintained by Division</li> <li>• Link Maintained by Division</li> <li>• Link Maintained by Division</li> <li>• Maintained by School</li> </ul>
<b>News</b>	<ul style="list-style-type: none"> <li>• News Content</li> <li>• Community Connections Bulletin Board</li> </ul>	<ul style="list-style-type: none"> <li>• Maintained by School</li> <li>• Maintained by Division</li> </ul>
<b>Contact</b>	<ul style="list-style-type: none"> <li>• School Contact Information</li> </ul>	<ul style="list-style-type: none"> <li>• Maintained by Division</li> </ul>

## **Approval of Content Process**

The School Principal or designate will approve all content for the school website. The School Principal 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).
- Any student images and/or work product of a student who does not have a valid External and Internal Student Media Release Form on file (for reference, please review Administrative Procedure 2035 External and Internal Media Use of Images and Recordings).
- Advertising, commercial logos or endorsement of commercial products, companies or organizations, with the exception of school programs run in partnership with outside organizations.

## **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.

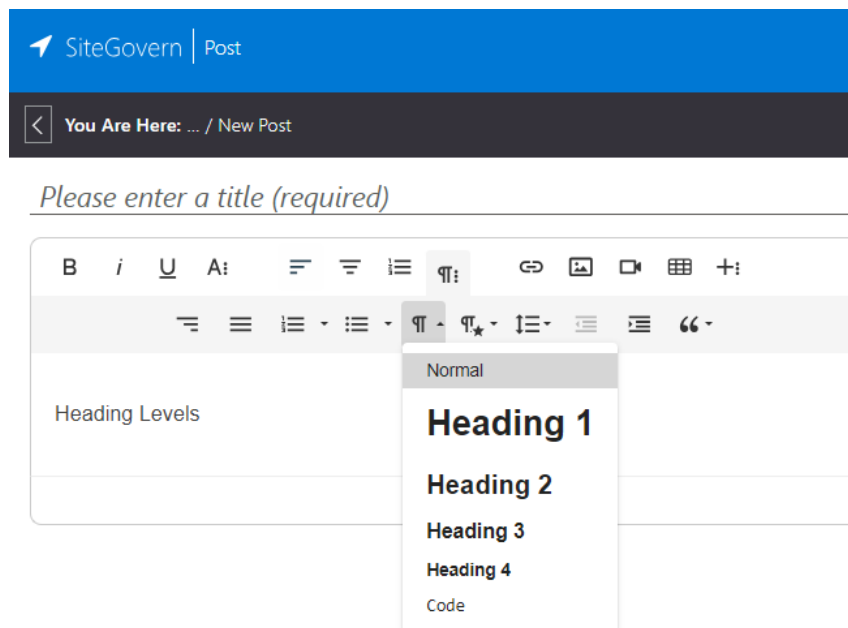
## **Accessibility Requirements for Publishing Content**

Accessibility refers to the practice of making products, services, or environments available to as many people as possible, especially those with disabilities. This means that someone with a disability should be able to "access" content on your website as effectively as someone without a disability. Creating accessible website content contributes to digital equity and inclusion.

## Heading Levels

The structure of a web page is important for accessibility and for search engine optimization. Screen readers detect heading levels to guide users through the content.

For example, use Heading 1 for a main page title, Heading 2 for subsection headings and Heading 3 for sub-subsection headings. Sometimes when content creators choose headings from an aesthetic point of view instead of a structural one, both the accessibility and the searchability of that content ends up being compromised.



## Links and Link Text

Adding links to your content not only keeps word count down, but it creates a greater experience for the reader and keeps search engines happy.

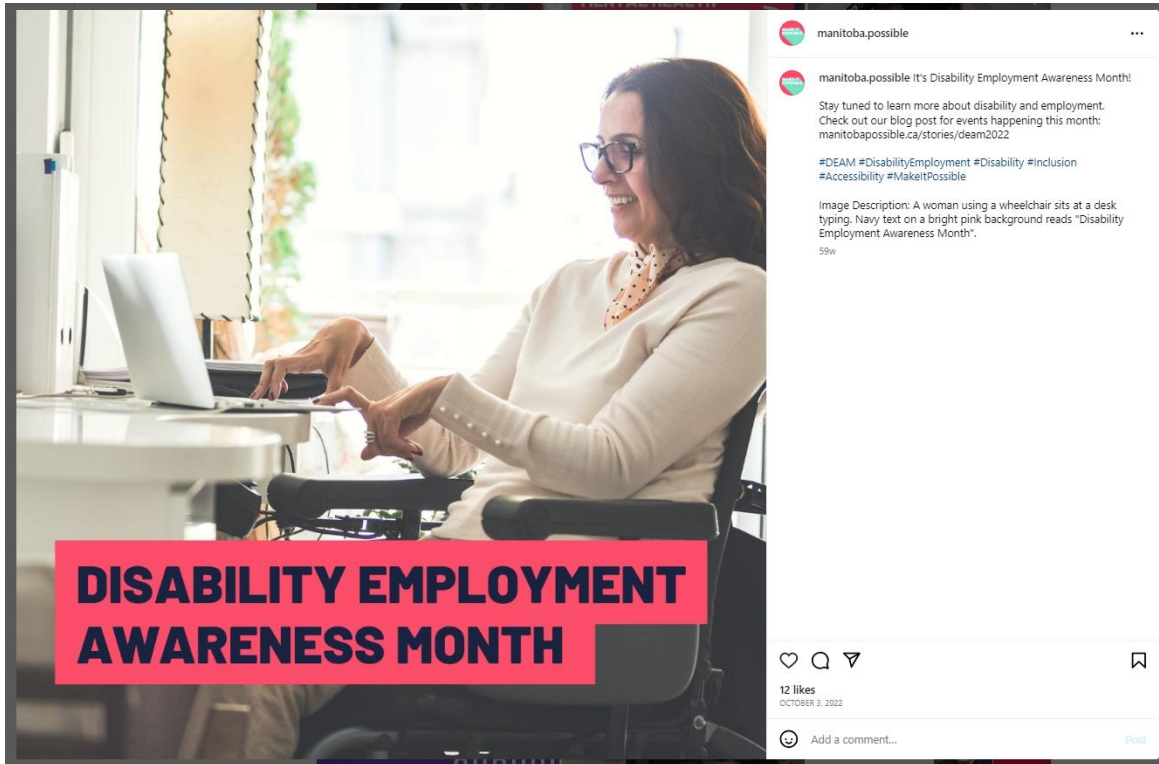
Ensure you link to relevant information. Offer relevant pieces of information that will further engage the reader.

Link text is the underlined word or phrase that makes up the link. Use logical keywords that match the page titles or sections that you're linking to—it reinforces that the user has landed in the right place after they've clicked the link.

## Image Descriptions

Image descriptions are used on websites to add more descriptive text, and are helpful for people who cannot see the full images and don't use a screen reader.

Example:

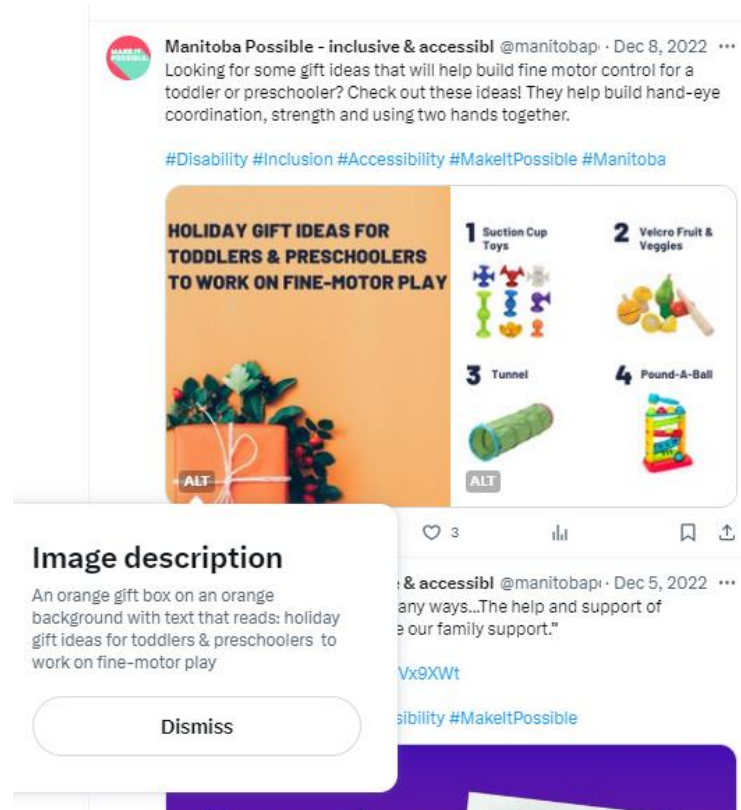


## Alt Text for Images

Alt text (short for alternative text) is displayed when images are not visible to people who need large print, braille, speech, symbols or simpler language.

Alt text is not displayed with the image. It's part of the background code that is accessible by screen readers.

Example:



## Captions for Video Content

Captions provide a text version of spoken words, along with any sounds that are important to understanding the context, so people who can't hear can comprehend the information.

Captions are used in videos to provide a text alternative to sound so that people who have hearing or visual disabilities can understand video content. Open captions are permanently fixed to the video and can't be turned on or off. Closed captions can be turned off by the viewer.

## Fonts, Colour Contrast and Text Size

Choose plain fonts that are easy to read and use high contrast or a black background for text over a busy image and avoid putting text in images because screen readers can't read it.

Avoid decorative fonts or fonts with thin strokes and make the text size bigger so it's easier to read. If you use text in a small font that's hard to read and depend on people to tap and hold the screen to read it, it's too small.

This colour contrast chart shows some examples of colour combinations that provide poor and good contrast. Some colour combinations can cause seizures or physical reactions for people with vestibular disabilities like vertigo and dizziness or can cause migraine if the colours appear to be vibrating or have too much contrast.

	RED	ORANGE	YELLOW	GREEN	BLUE	VIOLET	BLACK	WHITE	GRAY
RED		POOR	GOOD	POOR	POOR	POOR	GOOD	GOOD	POOR
ORANGE	POOR		POOR	POOR	POOR	POOR	GOOD	POOR	POOR
YELLOW	GOOD	POOR		POOR	GOOD	POOR	GOOD	POOR	GOOD
GREEN	POOR	POOR	POOR		GOOD	POOR	GOOD	POOR	POOR
BLUE	POOR	POOR	GOOD	GOOD		POOR	POOR	GOOD	POOR
VIOLET	POOR	POOR	POOR	POOR	POOR		GOOD	GOOD	POOR
BLACK	GOOD	GOOD	GOOD	GOOD	POOR	GOOD		GOOD	GOOD
WHITE	GOOD	POOR	POOR	POOR	GOOD	GOOD	GOOD		GOOD
GRAY	POOR	POOR	GOOD	POOR	POOR	POOR	POOR	GOOD	

For further information related to Fonts, Colour Contrast and Text Size, review Administrative Procedure 2210 Clear Print Guidelines.

If you have any questions about design and content of your website content, please send an email to the Brandon School Division Communications Coordinator at: [info@bsd.ca](mailto:info@bsd.ca) for assistance.