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**Best Practices for School Websites**

**Important Dates:**

1. **School website content must be updated by May 16, 2019**
2. Content will be moved from current sites to newly created WordPress sites.
   1. All schools will be live by May 31, 2019. *(The WordPress sites have already been created.) If you have content changes for your site between May 31, and the start of the new school year, please contact Mike Keener.*
   2. We will send out dates/times for training sessions during the start of the 2019-20 school year.
3. Remember, if you do not have a site, or you are unable to update your current site, you will need to send changes in a word document to Mike Keener. Please contact Mike Keener at 913.279.2236 or [Michael.keener@kckps.org](mailto:Michael.keener@kckps.org)

**Leadership:**

1. Select a webmaster and two assistants to help with updating the website.
   1. These individuals should meet regularly and discuss a timeline for updating the site.

**Design**:

* 1. Make sure students are not on the opt-out list before placing photos on the website.
     1. The district’s Communications Team has selected a template that will be used by all the schools. The design and color will be adapted for each school as needed. There may be additional tweaks to the site as we move forward.

1. Use headers and paragraphs to help break-up content *(Proper syntax and standards will be addressed during training.)*

**Content:**

1. Embodies the unique culture and identity of the school and district
   1. Mission, Vision, Values – possible homepage material
   2. Welcome letter from principal *(2-3 paragraphs) – possible homepage material*
2. Faculty and Staff page
   1. Create table with photo, name, title and email address
   2. Please speak with the Communications Department about options for photos.
3. Video
   1. Concise videos are a good way of communicating valuable information.
      1. YouTube only and embed on the page (*Mike Keener will help with this.)*
4. Pages should be organized in an intuitive manner allowing visitors to find information
   1. Contact Mike Keener about new pages you want created.
5. News
   1. Interesting and useful information could include the following:
      1. School Supplies List
      2. Uniform requirements and where to buy them
      3. Open House
      4. School recitals and theatre productions
      5. Guest speaker information
      6. Awards and Recognitions
6. Social media buttons
   1. Link to the school’s and district’s social media sites
7. School district website
   1. Link to the district website
8. Calendar (Preferably a Google Calendar with Cal Link attached.)
   1. Provide information about key dates and events
9. District logo
   1. Use the correct logo with the cap and gown
   2. Use the school logo

**Updates:**

1. Update the website weekly with fresh content, pictures, videos, etc.
   1. Add information needed by parents, students and community regularly
2. Survey your audiences regularly to find out if the site is meeting their communication needs

**About Us Page suggestions:**

* School Motto
* Date Founded:
* Grades:
* Number of Students
* Number of Faculty:
* Demographics
* School Colors:
* School Mascot
* History *(Mike Keener can provide a lot of this information.)*

**Next Steps:**

1. **Website content must be updated by May 16, 2019**
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   1. All schools will be live by May 31, 2019. *(The WordPress sites have already been created.) If you have content changes for your site between May 31, and the start of the new school year, please contact Mike Keener.*
   2. We will send out dates/times for training sessions during the start of the 2019-20 school year.
3. Once staff has been trained, it will be up to each school to create and update content for their websites.
4. Remember, if you do not have a site, or you are unable to update your current site, you will need to send changes in a word document to Mike Keener.

**Please contact Mike Keener at 913.279.2236 or** [**Michael.keener@kckps.org**](mailto:Michael.keener@kckps.org) **for help or for more information.**

**Melissa Bedford Fears at 913.279.2225 or** [**Melissa.bedfordfears@kckps.org**](mailto:Melissa.bedfordfears@kckps.org)**.**