



OFFICE OF
COMMUNICATION SERVICES
OPERATING PROCEDURES

CREATED & EFFECTIVE JULY 2021

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I. INTRODUCTION

The Communications Services Department is the hub of all internal and external communications in Carrollton-Farmers Branch Schools. The Communications Services Standard Operating Procedures (SOPs) were created to assist staff in effectively promoting and publicizing district achievements, activities and events.

II. WHAT WE DO

The mission of Communication Services is to build strong and credible communication links with employees, students, families and the community.

Communication Services contributes to increased student achievement through managing a wide range of communications strategies to effectively promote parental and community engagement within Carrollton-Farmers Branch ISD. The office is responsible for ensuring that our brand is an accurate reflection of the district's vision statement:

Carrollton-Farmers Branch ISD will be an exceptional learning community where all graduates impact and excel in a complex, interconnected, and ever-changing world.

The department is responsible for internal and external communication, liaison with other governmental agencies, partnership program, district information, media relations, resource development, special events, district website, video services, mobile app, digital media volunteers and education foundation liaison.

Communication Services manages:

- Crisis Communication
- Digital Communication
- Internal Communication
- Marketing & Special Events
- News & Information
- Media Relations
- Partnerships & Volunteers

III. MEDIA RELATIONS

Policy & Procedures

Carrollton-Farmers Branch ISD supports the rights of citizens to have access to information that affects school programs and services for students. The district strives to maintain a positive relationship with all news media outlets and other communications representatives. Our goal is to ensure the dissemination of timely, accurate and newsworthy information to the community through the news media. All district staff and administrators shall endeavor to create a positive, courteous relationship with members of the news media and maintain

open communications on matters of a routine nature while also keeping the welfare of students as the guiding principle in all contacts with the news media.

Communication Services coordinates news coverage of the school district and is responsible for overseeing official communications between the school system and news media. All news conferences and public events of a district wide nature, in which news coverage is requested, must be coordinated by or through Communication Services.

Media Access to District Schools & Facilities

CFBISD welcomes members of the media into our schools and strives to provide the most accurate and timely information available. Communication Services should be the first point of contact for all media inquiries for our district. News media will not be allowed on any district property without prior consent from Communication Services.

Interviewing & Photographing Students

CFBISD operates in compliance with the Family Educational Rights and Privacy Act (FERPA). This law allows students and parents to opt out of the release of certain information about students, including photographs. Each school is responsible for maintaining a database to determine who cannot be photographed and interviewed according to FERPA guidelines via the district's [Opt Out form](#). Parent permission must be confirmed prior to taking photos, video and quotes from CFBISD students.

Press Releases, Media Alerts & News Conferences

Communications Services is responsible for coordinating all news coverage of the school district. The department oversees official communications between the school system and news media by initiating story ideas, including press releases and media advisories, as well as facilitating requests for news coverage from media representatives and district personnel. Additionally, the department also provides assistance to school administrators regarding effective relations with the news media. The Superintendent (or a designee) and the Chief Communications Officer are the primary spokespersons for the district regarding all matters of district wide interest. All news conferences and public events of a district wide nature in which news coverage is requested must be coordinated by or through the Chief Communications Officer. District personnel should submit story ideas via e-mail to parnell@cfbisd.edu or through the [Request for Publicity](#) form located on the district website at cfbisd.edu.

IV. SOCIAL MEDIA

District Protocol

For the purpose of these guidelines, "social media" refers to any Internet-based

software or service that allows users to interact with others via the posting of messages, files or other content. Examples include, but are not limited to, Facebook, Blogs, Twitter and Instagram.

The following guidelines have been established to provide campus principals and department heads direction on the appropriate use of Facebook, Twitter and/or Instagram for campuses/departments.

Professional Use of Social Media

When using social media as a part of your official duties as a CFBISD employee, the guidelines below should be followed:

- All campus/department Facebook, Twitter and Instagram accounts will be created by Communication Services to ensure that all page settings comply with district standards and that required information is posted.
- The campus principal/department head will be the administrator of their campus/department accounts as well as members of the Communications Services Department. Facebook school (business profile accounts) will be linked to the principal or department head's personal Facebook account. Twitter and Instagram accounts will be created with the principal or department head's work email address as the username and a designated password shared with the Director of Communications. **This password cannot be changed without notifying the Director of Communications.**
- The principal/department head's secretary must be an additional administrator on all campus/department social media accounts.
- Campus principals can designate assistant principals to help manage the campus page. Email the Director of Communications to add administrators to a Facebook page. Twitter and Instagram log ins may be shared by administrators and designees.
- The campus principal/department head (or designee) is ultimately responsible for posting and monitoring all content on the campus/department social media accounts to ensure CFBISD's Social Media Rules of Engagement are being followed. Communications Services will periodically monitor pages but will only post to them when necessary.
- The campus social media pages/feeds must be identified in the page description area as an organization within CFBISD.
- All District style guidelines for names, colors and logo usage must be followed.
- The *CFBISD Social Media Rules of Engagement* must be posted on all campus social media pages.
- CFBISD staff members will use social media as an informational tool to keep parents, students and the community informed of activities and accolades.

- CFBISD staff members will engage parents and students (when appropriate) on approved social media accounts only related to educational topics.
- Employees will respond in a timely manner to comments or questions.
- CFBISD staff members will be consistent in posting information to approved social media accounts including being timely, accurate, and using proper spelling and grammar.
- Suitable topics for posting included, but are not limited to athletic events, school events, news about what is happening in schools such as awards won and learning achieved, school-related photographs, child nutrition menus, and school delays/closures.
- All social media posts are public and should not include personal or sensitive information.
- CFBISD staff members must follow all laws, rules, regulations and policies related to protecting student information. All posting of student photos must comply with FERPA, IDEA, HIPAA and student privacy laws. This includes any posts depicting personally identifiable student information, including but not limited to student photographs, names, information, schoolwork, etc. If a parent has restricted access to their student's Directory Information, no such information may be posted to social media. This information can be found in TEAMS.
- All postings must comply with copyright, trademark and fair use laws. Do not copy photos/images/graphics from Google photos. Google photos are not protected by copyright.
- CFBISD administrators reserve the right to remove any campus social media page that does not follow the CFBISD Social Media Rules of Engagement.
- Failure to follow the established guidelines may result in disciplinary action.
- See the district's Social Media and Electronic Media Guidelines for more information and guidelines.

Required Facebook Page Settings

- Campus Facebook page profile pictures should be the campus logo.
- Campus Facebook page header picture should be a photo of the campus, a candid photo showing campus culture, or the mission statement.

Facebook About Section

- Category: Education
- Name: Campus Full Name (_____ Elementary School, Middle School, High School)
- Subcategories: (Elementary, Middle, or High) School, Public School
- Username: www.facebook.com/ _____ (campus page name)

- Address: Campus address including city, state, zip code
- State Date: Select "Opened" and include the year campus opened
- Hours: Include regular school hours for campus
- Short Description: MUST STATE THE FOLLOWING: This is the official Facebook page for _____ School, located in the Carrollton-Farmers Branch Independent School District in north Texas.
- Long Description: Include the following information for the campus:
 - School colors
 - School mascot
 - Grades served
 - Twitter page link
 - Link to CFBISD Social Media Rules of Engagement
- Phone: Include campus phone number.
- Website: Include campus website.

Facebook Page Settings

- Visitor Posts: Disable posts by other people on the page.
- Messages: People cannot contact my page privately.
- Tagging Ability: Only people who help manage my page can tag photos posted on it.
- Other Tagging this Page: People and other pages can tag my page.

Required Twitter Page Settings

- Campus Twitter pages must be named with the campus name or abbreviation.
- Characters are limited on Twitter; however, the following information must be included on the campus profile page:
 - This is the official Twitter page of ____ School and is maintained by school officials | 972-____-____.
 - Include link to CFBISD's Social Media Rules of Engagement (link).
 - Include campus location (city and state).
 - A link to the campus website should also be included.

Required Instagram Page Settings

- Campus Instagram pages must be named with the campus name or abbreviation.
- The following information must be included on the campus profile page in the bio:
 - Official Instagram page of _____ School and is maintained by school officials | 817-____-____.
 - Include campus location (city and state).
 - A link to the campus website should also be included.
 - If space allows, a link to the CFBISD's Social Media Rules of Engagement should be posted.

Required YouTube Page Settings

- Campus YouTube pages must be named with the campus name or abbreviation.
- The following information must be included on the campus YouTube page in the About section:
 - Official Instagram page of _____ School and is maintained by school officials | 817-____-_____.
 - Include campus location (city and state).
 - A link to the campus website should also be included.
 - If space allows, a link to the CFBISD's Social Media Rules of Engagement should be posted.

Creating Teacher and Student Organization Social Media Accounts

- Teachers and/or organization sponsors will need to contact the campus principal for permission to setup a social media page. Once permission has been granted, it is suggested that someone from campus administration also serve as a page administrator. The page should include the district's Social Media Rules of Engagement for followers and follow the district's required page settings.
- All student organization pages need to be maintained by a district employee and must follow the district's social media guidelines and required settings.
- The Communications Department will not set up the teacher and organization pages, will not be added as site administrators to those pages, and will not actively monitor unless an issue arises.
- During a crisis/emergency situation, teachers and organizations should not post anything to their professional or personal page without prior consent from the campus administrator or Communications Services Office, unless such post would be to protect student/staff safety and security.

Retaining and Archiving Social Media Records

CFBISD staff members with approved social media accounts are responsible for archiving posts, including metadata, based on the content of the posts following the district's retention schedule (available in the Communications Services Office).

Generally, social media posts are considered records for retention purposes when they relate to school business and are unique (not captured in another format or version). For example: posting about an event that is also on the school district's calendar is not unique and would not be considered a record for retention purposes.

Posts and content cannot be deleted if there is a pending public information request, subpoena or litigation related to the post or content. Questions about records retention should be addressed to Dawn Parnell at parnell@cfbisd.edu.

V. DISTRICT COMMUNICATIONS

CFBISD authorizes its schools to distribute or display communications of school-related or outside organizations* that promote youth programs, activities, opportunities or events that aim to improve the health, education or welfare of students. Promotional materials may take the form of notices, announcements, brochures and flyers. It is not the practice of Carrollton-Farmers Branch ISD to advertise any for-profit business or activity to staff, students or families.

School-related organizations may include parent groups, booster clubs, school employee organizations and other organizations and clubs affiliated with the District and its schools.

Outside organizations mean any non-profit or tax-exempt organization other than school-related organizations.

Campus Flyers for School-Related Organizations and Events

Flyers promoting campus events, initiatives and activities may be posted and distributed digitally through ParentSquare or Peachjar. Each campus should establish written criteria and processes to confirm approval prior to digital distribution through Parent Square. Flyers being sent to parents through Peachjar will go through the approval of Communications Services. Materials must meet the following requirements:

- Not for profit organizations;
- Support district goals and initiatives;
- Enhance educational outcomes for district students;
- Benefit CFBISD students, parents and/or staff;
- Encourage character building activities and/or interests.

Districtwide Flyer Requests for Districtwide Initiatives, Organizations and Events

Any CFBISD material for district wide distribution digitally through ParentSquare or Peachjar should first be approved by the Communications Services Department to ensure all materials are compliant with CFBISD policies. Requests should be sent via email to westbrookc@cfbisd.edu at least one week in advance of the event or initiative being advertised. Flyers submitted on short notice will delay approval and may not be posted. All requests should include the following:

- The campus names to receive the flyers;
- Date, time, location of event or initiative;
- Contact information of person making the request;
- Materials must meet the following requirements:

- Not for profit organizations;
- Support district goals and initiatives;
- Enhance educational outcomes for district students;
- Benefit CFBISD students, parents and/or staff;
- Encourage character building activities and/or interests.

Flyers from Outside Organizations and Businesses

Paper flyers from outside organizations will no longer be distributed on CFBISD campuses. Businesses and external organizations may use Peachjar to digitally distribute flyers to parents. Community organizations will upload their flyer and select the specific campus(es) for distribution through Peachjar. After CFBISD approval, the flyer will then email directly to parents at the selected campus(es) and post to the campus(es) website(s). Peachjar charges a fee for businesses and organizations utilizing this service.

Businesses and organizations offering a service/event that is free of charge may qualify for FREE distribution. If there is a cost associated with the enrichment opportunity, the organization will pay a fee. All digital flyers should go through the Peachjar process at <https://www.cfbisd.edu/community/flyer-distributionpeachjar>.

All non-school materials must display the following disclaimer: "This non-school activity/publication is not sponsored or endorsed by the Carrollton-Farmers Branch Independent School District."

Questions about Peachjar can be directed to penap@cfbisd.edu.

School Communications

Letters to Parents

Whenever incidents occur in the school building that require parent communication (i.e. accreditation status, health concern or widespread illness, safety/security issue), the principal should contact their school improvement officer to report the situation and receive guidance on drafting a letter.

A draft of the letter should be shared with Communications Services prior to disseminating to parents. Once reviewed, the department will share any feedback and edits to finalize the letter for distribution. This ensures that Communications is informed prior to any potential media calls. The department is also available to assist in drafting parent communications where necessary.

Principals are expected to use discretion or receive guidance from their school improvement officer in determining whether a letter is necessary for the entire school or solely the impacted students/classroom, or if a ParentSquare message is more suitable for the situation.

Automated Messaging through ParentSquare

The ParentSquare platform for district wide use will be limited to Communication Services only and to the extent necessary to inform and engage stakeholders. District wide messages will be sent in a discretionary manner to avoid excessive use and promote a streamlined communication channel to all designated stakeholders.

All messages regarding crisis or other sensitive events must be approved by the Chief Communications Officer prior to release.

Crisis Communications

During a crisis situation, key messages will be developed by Communications Services and approved by the Superintendent. Messages will be disseminated in the following manner:

- Information surrounding the crisis will be placed on the district's website and updated as additional facts become available;
- If the crisis is school or student related, parents will receive notification using Parent Square. If details regarding the crisis are still developing, Communications Services will prepare a preliminary statement and share with parents and inquiring members of the press;
- School Board and/or staff notifications will be distributed;
- Translators/interpreters will be secured, if required;
- Communications Services will monitor media and online coverage and respond with approved messages.

Once the crisis has been resolved and normal operations have resumed, the building administrator will send a follow-up message to parents.

VI. VOLUNTEER PROCEDURES

All volunteer activities take place on the school grounds during school hours under general supervision of school staff. Exceptions can include chaperoned field trips and away-from-school volunteer activities such as projects done at home, booster club activities and district-level activities.

Volunteer Training

Individuals must complete the Volunteer Training each school year. The Volunteer Training video and handbook are available online at

www.cfbisd.edu/volunteer. State and local policy also requires individuals who serve as school volunteers to submit to a criminal history check each year, also located at www.cfbisd.edu/volunteer. By completing the volunteer application, individuals permit CFBISD to run this Criminal History Check. All information is confidential. CFBISD reserves the right to refuse volunteer placement to individuals with disqualifying criminal convictions.

Signing In and Out Procedures

All approved volunteers must follow standard school procedures of signing in and out each time they visit a school. Approved volunteers at elementary and middle school campuses must be signed in using the Raptor System in the front office. The Raptor System performs a scan of the volunteer's driver license against the national sex-offender database. This scan adds an additional level of security to the criminal background check performed once per year. Raptor also keeps track of volunteer hours and functions. Records are maintained for the security of our students as well as documentation of community involvement hours which may be used as data for grant proposals and so forth. All volunteers are required to check in at the front office upon arriving and before leaving a campus, as well as wear the Raptor identification badge (provided at check-in) in a visible location and at all times while on campus.

School Partner/Volunteer Coordinators

Each school has a designated partner/volunteer coordinator. In addition, there is a district level coordinator for the overall school volunteer program. If you have any questions or concerns, you can contact your campus partner/volunteer coordinator or Communication Services at 972-968-6187. All questions regarding background checks should be directed to CFBISD Security Department at 972-968-6422.

Reporting

Any volunteer who believes bullying or harassment has occurred should immediately report it to the school principal. Volunteers must also report suspected child abuse to the Texas Abuse Hotline at 1.800.252.5400.

VII. VIDEO PRODUCTION AND PHOTOGRAPHY

Requests for Video Production and/or Photography - all requests should include the following:

- Requests in writing must be made a minimum of two weeks prior to the desired filming date(s) to the Director of Communications via email to westbrookc@cfbisd.edu.
- Detailed information should be included in the request:
 - Date and time of the event;
 - Approximate number of people that will be in attendance;

- Location or venue of the event;
- Size of the room, space or area;
- Logistics of the venue (availability of screens, power outlets, in-house sound system, lighting, separate room or space for pictures and interviews, etc.).
- Materials to broadcast must also meet the following requirements:
 - Support district goals and initiatives;
 - Enhance educational outcomes for district students;
 - Benefit CFBISD students, parents and/or staff;
 - Encourage character building activities and/or interests.
- Programs, presentations and/or flyers included in the video must not be political in nature, proselytize, or advertise, sell or endorse a product.
- All requests to produce a video by CFBISD has to be approved prior to any production stages beginning.
- Approval of services will be based upon resources and availability of personnel.

VIII. INCLEMENT WEATHER

District Protocol & Guidelines

During inclement weather, the safety of our students and staff is our top priority. To that end, Carrollton-Farmers Branch ISD has adopted the following communication procedures for school delayed openings, closings and early releases when adverse weather conditions exist or are predicted.

The decision to close and/or delay the opening of schools is based on many factors and a collaborative discussion with our transportation and facility services departments as well as our local public safety agencies and school districts.

If weather becomes inclement during the evening/night hours, the transportation department has staff members prepared to check the road conditions as early as 4:00 a.m. They check to see if conditions are safe for buses, giving consideration to rural roads, bridges, etc. The Director of Transportation will then be prepared to share this information with the Superintendent. The Superintendent makes the decision to announce either delayed opening or school closure by approximately 6:00 a.m.

The district uses the following methods of communication to relay urgent information to district families and the broader community:

- Parent Notification System: rapid phone call and text messaging system
- District Website
- District Social Media (Facebook and Twitter)
- Local Radio and TV Stations

The decision to close or delay the opening of school is carefully considered. The district recognizes that its students are better served--both academically and socially--by being in school.

Parents are urged to make arrangements in advance for the care of their children when schedule changes arise and unexpected closures occur. Children should know where to go or what to do if a parent will not be home or available to pick up their child.

IX. Graphic Design Protocols

To ensure brand consistency across the district and within schools, the Communications Services Department has created a District Style Guide and style guides for each campus. The style guides provide branding standards for logos, colors, fonts, the district formal name and acronym, email signatures, business cards, name badges, letterheads, and word usage.

District Style Guide

The information contained in the district style guide has been compiled as a resource for all staff members and vendors to ensure that the district's image, communications and brand are presented consistently and correctly. Please contact Communication Services for assistance with any items identified in this guide. The district style guide can be found on the [district website](#).

Campus Style Guides

The information contained in the campus style guides have been compiled as a resource for all staff members and vendors to ensure that the school's image, communications and brand are presented consistently and correctly. Please contact Communication Services for assistance with any items identified in these guides. The campus style guides can be found on campus websites.

Graphic Design Requests Form

The Communications Services Department may assist with graphic design requests for districtwide initiatives and events. The Graphic Design Requests

Form must be completed and include requestor contact information, project name, date requested, date needed, design product type, any pertinent project details, target audience, project dimensions and quantity needed, and any logos or graphics pertaining to the project. The form can be found on the [district website](#). For questions about graphic design request, contact Amy Johnson at johnsonamy@cfbisd.edu.

X. Website Protocols

All campus and district websites/webpages must follow brand standards for the campus or district. All campus and district websites must have accessible design and be in compliance with the Americans with Disabilities Act (ADA).

Website Maintenance

The district webmaster will:

- Ensure all content on website is accessible to people with disabilities (PDF's, images, webpages with proper structure);
- Train staff and campus webmasters as needed that need access to edit their own pages;
- Work with the student data team and Finals site to maintain updated and correct staff directories;
- Publish news posts for the Communications Services Department.
- Input district events into the calendar;
- Assure that all pages have updated and current information such as frequently updating staff photos and roles manually for departments and updating policy changes as they occur;
- Prepare and schedule newsletters bi-weekly for staff & subscribers;

Requests for Web Updates

- All district-level web update requests can be emailed to the district webmaster, Ashley Limvorratre, at limvorratre@cfbisd.edu;
- In a request for an update to an existing page, include the following:
 - URL of the page (if already a webpage);
 - Content needing update (text, pictures, etc.);
- In a request for adding a new page, include the following:
 - Title of the page;
 - Content to be placed on the page;
- All web updates must follow the district mandated style guidelines;
- All content must be accessible therefore content may have to be adjusted as needed;
- There are times when a flyer is unavoidable, but for most cases, all flyers and content must be web-friendly and accessible;
- All campus-level updates should go through the campus webmaster

assigned for the year. In the event, the campus webmaster is out and there's not a back-up webmaster in place, then the updates can be sent to the district webmaster at limvorratrea@cfbisd.edu.

Campus Webmaster Training

All campus and district webmasters must complete the webmaster training on the following pages.

Campus Webmaster Training

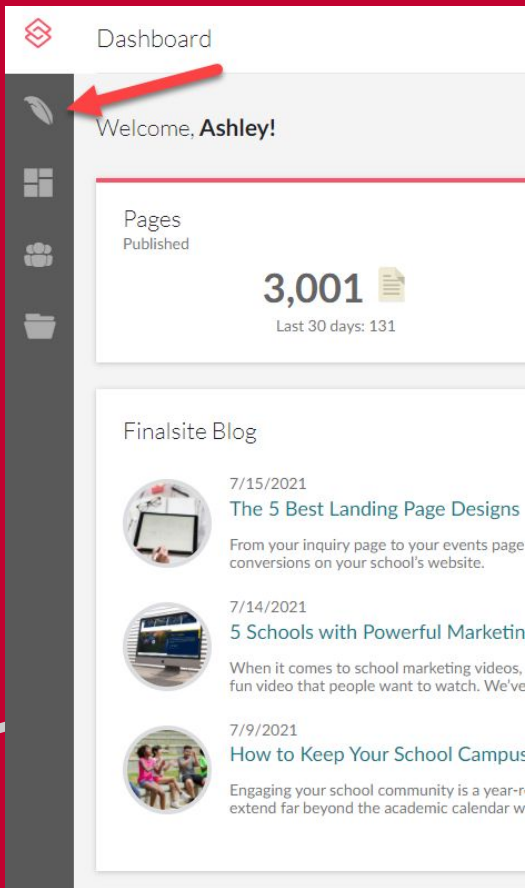
Resources for updating campus pages



Duties/Responsibilities

- Input and update all campus events onto the web calendar.
- Publish a campus news post. This should be done at least **once** every other week. News posts will differ from social media posts.
- Maintain respective campus pages with updated information.
- Post new campus policies and/or changes as they occur.
- Upload good quality photos on the site.
- Follow the [district mandated style and editorial guidelines](#).
- Follow the campus mandated style and editorial guidelines.
[Ranchview Example](#)
- Assist with district initiatives, as needed. [“Why to Enroll”](#)

Composer



Login at: <http://cfbisd.edu/admin>

What is composer?

Composer is the interface you'll be editing in. Any website changes will be done through Composer.

- Composer is made up of modules (posts, calendar manager, page pops, etc).
- Little to no coding for webmasters (YAY!).
- Navigate to your school site by clicking on the feather icon.
- Pages will be displayed in a tree structure. Click on a page to view the children pages or subpages.

Campus Sites

Please do not edit your homepage directly or move sections around

All content in the homepage is dynamic and is updated through modules.

Do not edit the following pages:

- Homepage
- Digital Resources (located under Student Life)
- Library Resources (located under Student Life)
- Staff Directory (located under Campus Information)

If any of the above pages need something changed, please contact me :)

Composer (Continued)

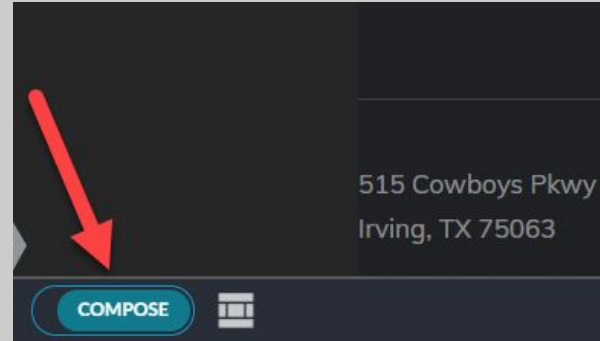
Activity: Let's create a page!

- Hover over "Campus Information"
- Select three dots
- Click "New Page"
- Title the page "Test Page"
- Click Save

Note

To Edit:

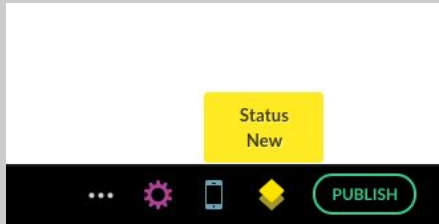
- Remember to turn Compose ON
- When Compose is OFF, you will be in preview mode.



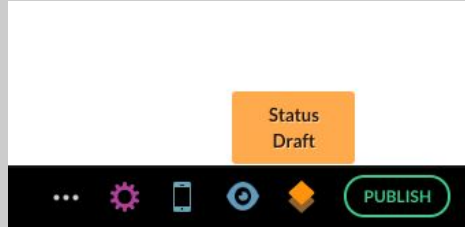
Composer (continued)

Page Statuses

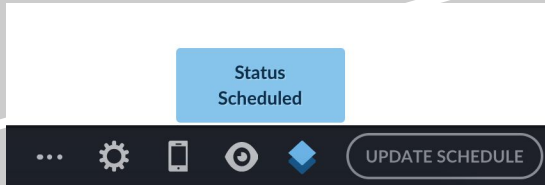
Yellow = New Page



Orange = Unpublished Change



Blue = Scheduled Publish

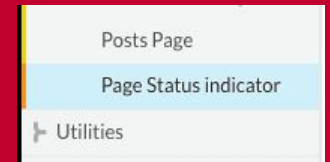
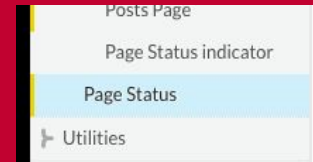


Green = Published



Page status indicators will update automatically as you edit, save, schedule, and publish pages.

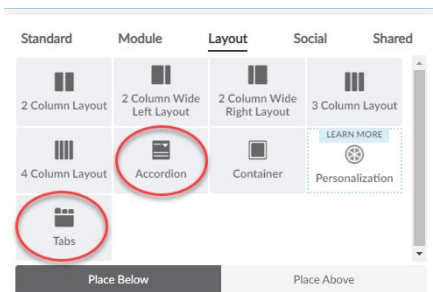
The pages listed in the Composer left navigation will also show a yellow or orange highlight if they are new or have unpublished changes, so you can quickly see which pages on your site need to be published.



If you want to publish them just as quickly, you may want to use the bulk publish tool.

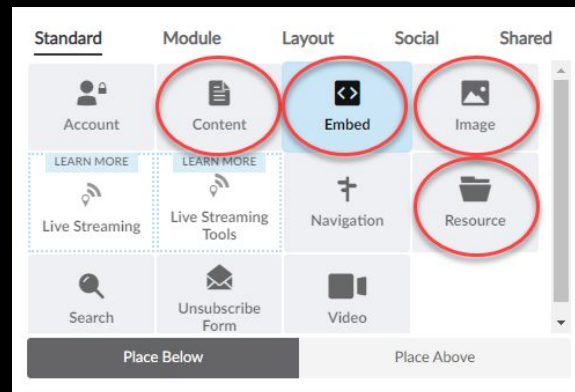
Composer (Continued)

- There will automatically be a content element on the page.
- If copying text over, be sure to use a plain text editor to eliminate pre-formatted text (Notepad++, Wordpad)
- Hovering over the toolbar buttons will show you all the options you have to edit content.
- If you'd like to add or test with different elements, you can hover over your content area and click "add element".
- Great way to save space on a page are:
 - [Accordions](#)
 - [Tabs](#)



Main content elements you'll use will be:

1. Content
2. Embed (for YouTube, Vimeo, etc)
3. Image (can also use content element to insert image)
4. Resource (if you'd like to insert a slideshow or photo gallery)

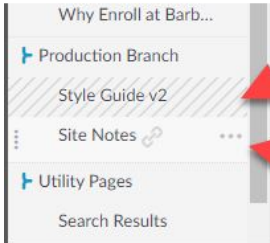


Styling Elements

1. Navigate to your Production Branch
 2. Scroll down to "Style Guide"
 3. Go to "Site Notes"
- Style Guide gives you step-by-step instructions on how to style elements on your page.

Resource for
styling examples

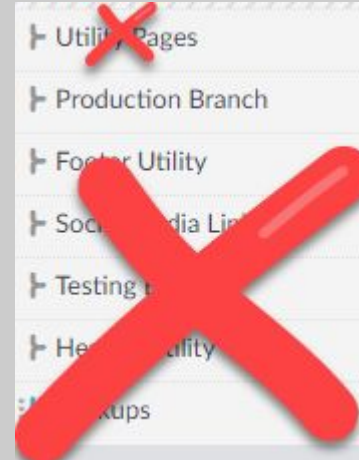
Resource for
instructions for
styling content



Style Guide = All the styling elements that are possible to do within Finalsité.

Site Notes = How to create all the styling elements found in Style Guide.

Note: Please do not touch any of the other branches. You should only need to go into the "Production Branch" for reference.



Let's create a button!

To create a button:

1. Type your button text.
2. Select the text and click the "link" icon. You can also push CTRL+L.
3. Add your link to URL/Email
4. Add your class
5. Click Save

Link

URL Site Page Site File Media Anchor

URL/Email

cfbisd.edu

☒ Open link in a new tab

Title

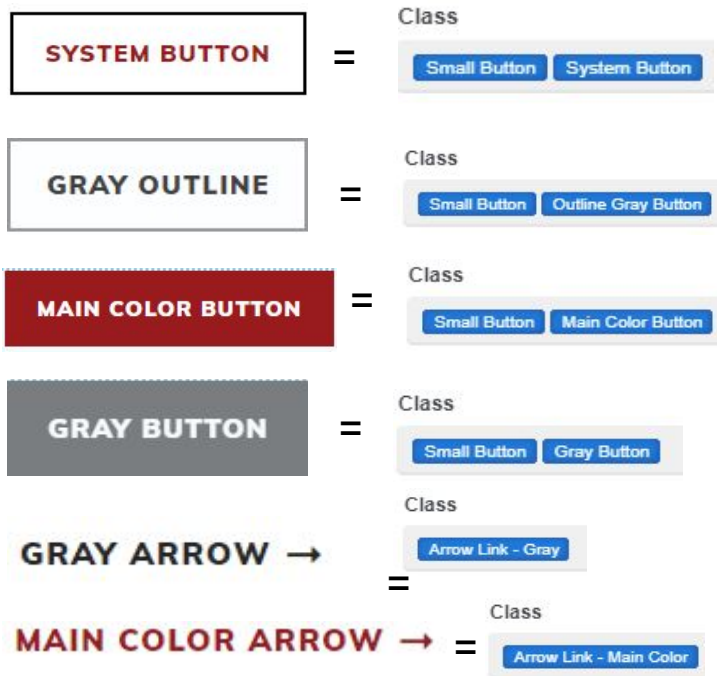
Class

Small Button Main Color Button

ID

OK CANCEL

Button Classes



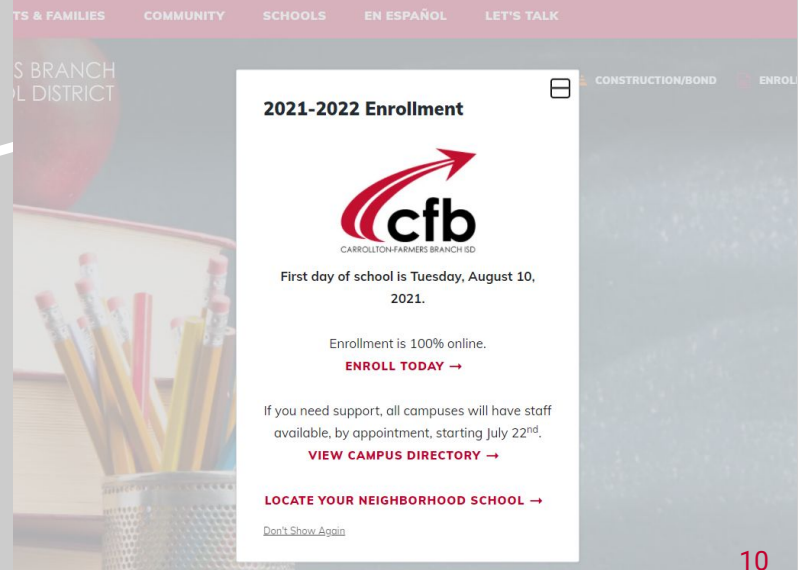
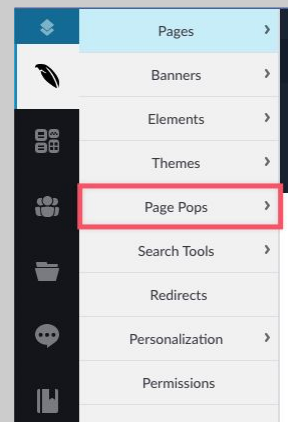
Page Pops

Navigate to the Page Pops Module

Click the green "+" icon to create a new Page Pop. When you do, you'll be prompted to set four basic properties for the Page Pop:

- A name for the Page Pop. Note: This displays as the title of the Page Pop and will be visible
- The text and content of the popup message
- The date range during which the popup will be active
- The pages on your website that will show the popup (Composer users can only edit PagePops on pages that they have rights to edit in Composer.)

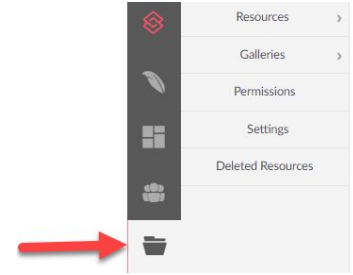
You can add images, videos or other rich content to your popup message - you're not limited to just text!



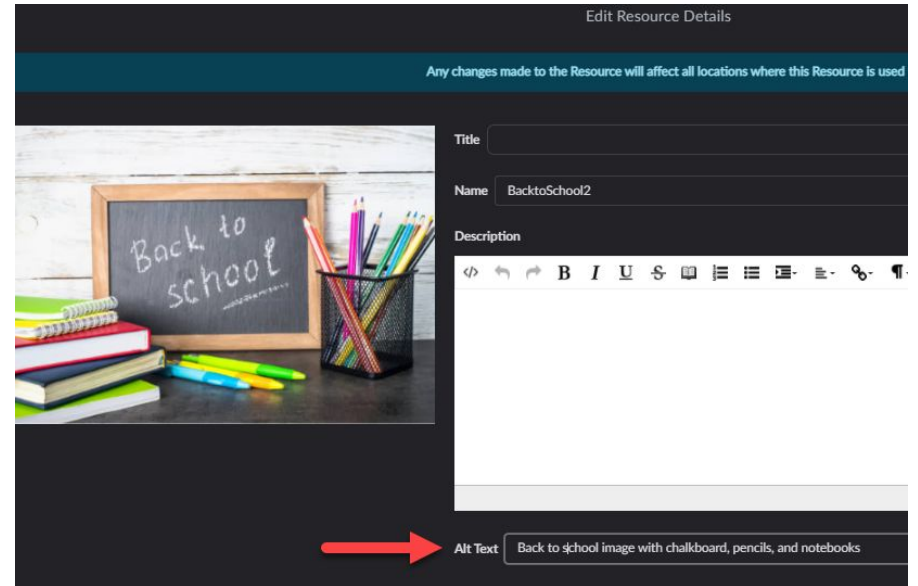
Resources

Resources is the module used to manage PDF files, images, videos, and other types of files.

- Collapse the “Campus Webmasters” folder and locate your campus folder.
- This is where you’ll upload your files.
- You can drag and drop files directly into the folder.
- If you’d like to organize your content, you can create subfolders.



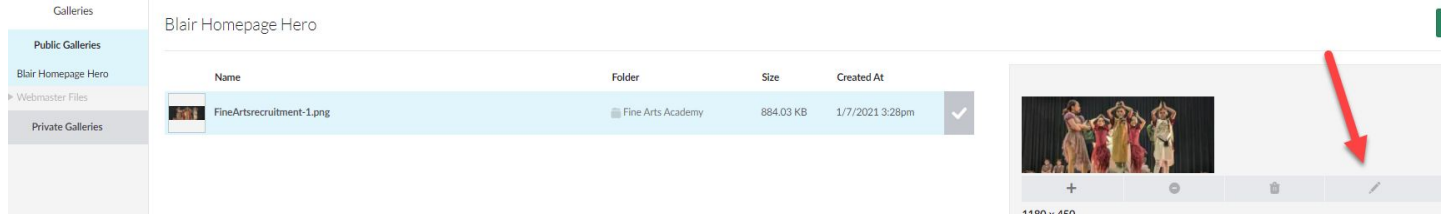
When uploading photos, please make sure to include alt text. Be as descriptive as possible.



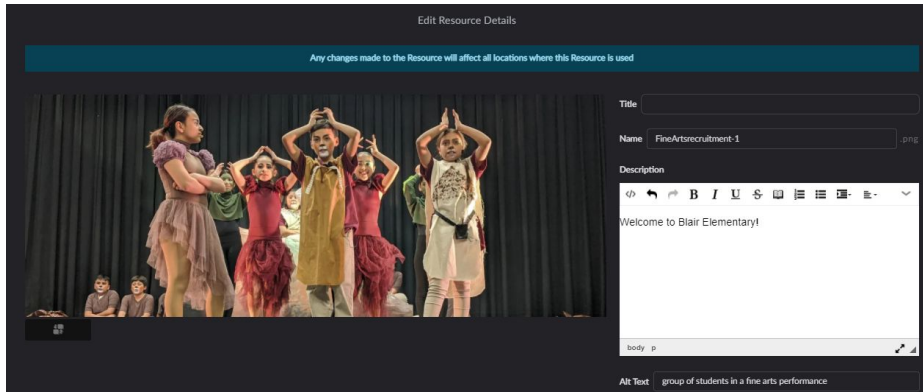
Resources (continued)

The main homepage hero is pulling from a gallery within resources. If you want to edit the hero then you'll need to go into galleries. There you'll find, for example, "Blair Homepage Hero". Please use **good quality photos** for this since it's pretty large on the homepage. Image size should be 1440x810 (pixels).

To add text to a hero image. Go into the file and click the pencil icon.



Type your text into the "Description" box.



Accessibility

- All electronic and information technology must be accessible to people with disabilities.
- If content is found to not be compliant, it can be deemed as discrimination.
- A screen reader should be able to go to onto your page and read every element.
- Finalsite has provided a framework that is ADA compliant on your sites. It's up to me and you to maintain it.
- Headings, alt tags for images, tables all need to be properly formatted.



Parking spots are made accessible for those with disabilities. The same is true for your site. It should be accessible for **all**.

Examples of inaccessible/not compliant content

- Text on images
The text on images can't be read through a screen reader.
- Improper use of headings
Going from h1 to a h6
[Go to Example>](#)
- Bad: "Click here to read about our company"
Bad: Visit us here <https://www.cfbisd.edu/about-us>
Good: "To learn more, read [about us](#)"
- Using space to align text
- Images without alt tags
Use alt tags on EVERY image. Use descriptive words.
- Uploading flyers as images. A screen reader will not be able to read your flyer. PDF's are also not accessible unless formatted correctly.
ALWAYS try to turn flyers into accessible web pages.
[Go to Example>](#)
- Two languages on one page
Please use the language switcher on our site (bottom right corner)



Accessibility (Continued)



News Posts

Please post a news post at least every other week.
Contact your Principal to establish how you will get news and who will write it.
(Can be the welcome team, Principal, AP, etc.)

Social Media (Twitter, Instagram, Facebook)

- Usually 1-2 sentences
- Not much description
- Photo not always used or required

Example:



News Post

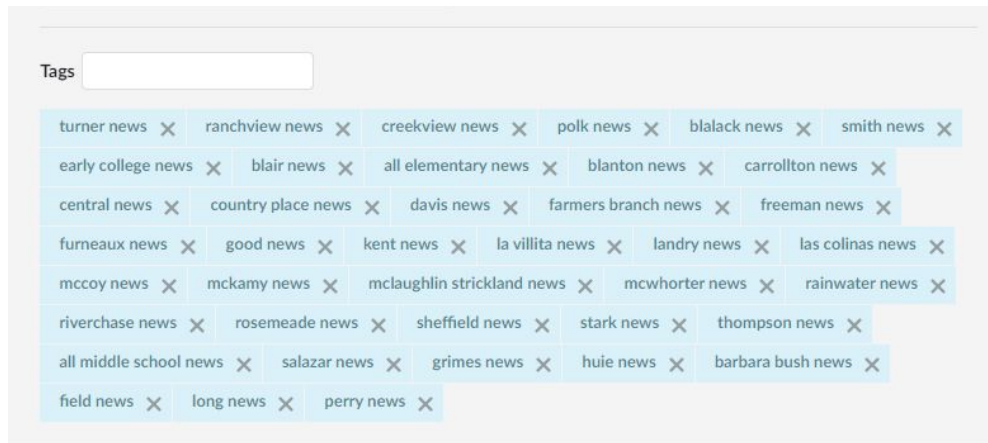
- Who?, What?, Where?, Why? (more details than social media)
- Needs a good photo or thumbnail
- Can be an event that's taking place or took place or spotlighting a staff member.

Example:

CFBISD is getting ready to welcome our students back to school. The first day of school is on August 10, 2021! We can't wait to see our students for the upcoming school year. If you need back to school information, visit our [Back to School](#) page.

Creating a News Post

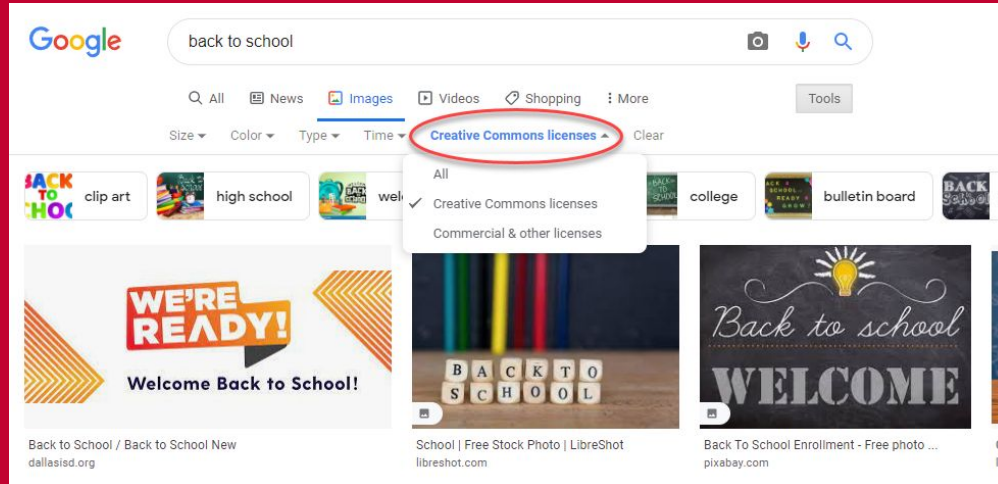
1. Navigate to the posts module
2. Go to "Boards"
3. Click your campus folder, navigate to your news folder.
4. You will see all your news posts here.
5. To create a new one, go to the "create post" button on the top right.
6. You'll need:
 - a. Title
 - b. Body (who, what, where, when, why?)
 - c. Set a start date (this can be a future date if scheduling a post)
 - d. Set an expiration date (optional)
 - e. Thumbnail (square oriented, 440 pixels x 306 pixels is a good size)
 - f. **MOST IMPORTANTLY:** add your campus tag
7. Click "Save"



Note: there will be times when we'll push district posts and calendar events to campus pages

Creating Images

- Canva is a GREAT resource for creating and resizing images. You can sign-up for a free account at:
 - <https://www.canva.com/edu-signup>
- Easy to use interface & has a great library for free photos, as well.
- If you're using google to search for images, please make sure you have selected "creative commons licenses" to avoid copyright issues.



Calendar

You'll use calendar manager to input all your campus events. Don't worry about inputting district holidays/events. I will push those to your campus pages.

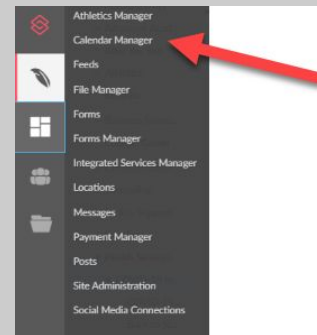
Click the "New Event" button to input your date.

You'll need:

- Title for event
- Start date
- Time (can be all-day event if no time specified)
- Location
- Description (optional)

"Save and publish"

To edit an existing event, go to the "Events" tab, click on the event, and edit as needed.



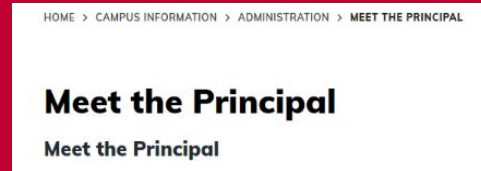
Best Practices

Do:

- Input Alt tags for images
- Use headings appropriately
- Use the language switcher on the website to translate content
- Edit homepage from modules
- Contact me with ANY questions!

Don't:

- Text ON images
- Using headings to make text bigger
- Blank pages that are live
- "Under Construction" pages that are live
- Same heading more than once



- Please do not link to external sites (google sites, wix, etc.)
 - Example: Pre-K site was built on google site. This information needs to be on the campus site within Finals site. If someone has already created a site, please try to recreate their site on the campus pages as best as possible.
- Do not include more than language on a page. Use the language switcher on the site for Spanish.

Additional Resources

- Email or call me anytime!
limvorratrea@cfbisd.edu
972-968-4358
- Webmaster Resources (tutorials and Finals site training guide)
- [Campus Mascots](#)
- Knowledge Base & Training within Finals site

