

**Virgin Islands' Department
of Education**

1834 Kongens Gade
St.Thomas, VI 00802

340-774-0100



THE VIRGIN ISLANDS DEPARTMENT OF
EDUCATION

POLICY NAME	Website Content Management Policy			POLICY NO.	V1- 06.10.2025
EFFECTIVE DATE	June 10, 2025	DATE OF LAST REVISION	N/A	VERSION NO.	1.0
ADMINISTRATOR RESPONSIBLE	Robert S. Ferrell Assistant Director of Public Relations		CONTACT INFORMATION	Robert.ferrell@vide.vi 340-774-0100 ext. 8137	
APPLIES TO Apply group names to define applicable areas of staff. (I.e: stx employees, HR department, IT, entire stt-sttj personnel)					
GROUP 1	All VIDE Personnel	GROUP 2	All VIDE Faculty	GROUP 3	All VIDE Administrators
GROUP 4	All VIDE Students	GROUP 5		GROUP 6	

VERSION HISTORY				
VERSION	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR
1				

APPROVAL AND REVIEW

Division Head



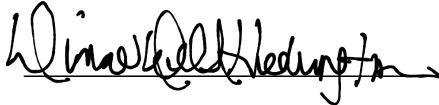
Date: April 24, 2025

Legal Counsel



Date: June 9, 2025

Commissioner



Date: June 17, 2025

SCOPE

Describe to what and to whom this policy applies.

This policy is applicable to all employees of the Virgin Islands Department of Education. This shall include but is not limited to: students, leaders, third-party representatives, and administrators. Failure to adhere to the given guidelines and rules provided within this document shall result in disciplinary action such as revocation of site administration and content management privileges.

POLICY STATEMENT

Describe the policy and the reason for the policy.

The Office of Public Relations and Communications (OPRC) has developed this Policy and the associated Procedures to establish a given set of expectations throughout the VIDE in regards to how our websites are managed and updated. The implementation of this policy shall guarantee the efficiency and effectiveness of the organization in transitioning to the Final Site platform, and allow for greater publicity of events, activities and the many successes of the Department's schools, students, teachers, employees and leadership through external communication.

TERMS AND DEFINITIONS

Define any acronyms, jargon, or terms that might have multiple meanings.

TERM	DEFINITION
GVI	Government of the Virgin Islands
VIDE	Virgin Islands Department of Education
OPRC	Office of Public Relations and Communications
DMC	Division of Marketing and Communications
CMS	Content Management System: Software facilitating creation, modification, and organization of digital content, specifically used for managing VIDE website content.
Web Content	Material published or displayed on VIDE websites, including text, images, videos, audio files, and documents.
ADA Compliance	Adherence to accessibility standards mandated by the Americans with Disabilities Act (ADA) to ensure equal access to VIDE websites for individuals with disabilities.
Site Administrator	VIDE Public Relations staff member overseeing strategic management of VIDE websites and ensuring policy adherence.
Content Managers	Designated individuals responsible for maintaining and updating content for specific areas of VIDE websites under Site Administrator supervision.
Web Accessibility	Design and development practices ensuring equal access and usability for individuals with disabilities on VIDE websites.
Brand Consistency	Uniformity of visual elements, messaging, and tone across VIDE websites, reinforcing the organization's identity and recognition.
Compliance Training	Mandatory training focusing on ADA compliance, website policies, and best practices for Content Managers.
Style Sheets	Files containing rules for web page presentation, including layout, design, and formatting guidelines, ensuring consistency across VIDE website.

POLICY SECTIONS

PURPOSE

This administrative procedure establishes guidelines for the management of content posted to websites maintained by the Virgin Islands Department of Education (VIDE).

NOTIFICATIONS

All VIDE personnel will receive a copy of this policy annually. This policy supersedes all previously written memorandums and policies. The Department reserves the right to rescind and/or amend this and all Department policies at any time, with or without notice.

PROCEDURES

I. Policy

1. All web pages, web microsites and web content that are a part of Virgin Islands Department of Education (VIDE) shall be housed within the VIDE's content management system (CMS), and shall use web design templates and stylesheets approved by the VIDE and OPRC for pages and content on the VIDE website.
2. Understanding that web content is generated at all levels of the VIDE, OPRC shall provide, at no cost, ongoing CMS training and support to faculty and staff who have the responsibility of updating web content. The Division of Marketing and Communications (DMC) will be responsible for the licensing costs of the CMS and upgrades to the system as needed. Additionally, while DMC is not responsible for the content of all VIDE web pages, it is responsible for brand consistency across the many web pages that make up the VIDE website in keeping with best practices for usability and website design.

II. Responsibility

OPRC will provide access and training in the VIDE's CMS to those professional staff designated by schools, divisions and departments to update web content for those areas. The following staff shall be responsible for the implementation and regulation of this Organization Policy:

1. **Site Administrator.** The Administrator shall be a member of the OPRC staff whose responsibilities include, but are not limited to, oversight of content managers, providing access to the content management system, and ensuring consistency and adherence to VIDE's Brand Standard and Style Guide. The responsibilities of the Administrator shall include the following:
 - a. Audit the content on the department's website for brand voice, relevance, and optimization
 - b. Promote a consistent brand identity through the company's social media profiles
 - c. Monitor the performance of the content through online tools such as Google Analytics, Ahrefs, and Google Search Console
 - d. Plan, manage, and oversee training of school and division web content managers
 - e. Monitor content posted by school and divisions for compliance with brand standards and styles

- f. The Administrator will **NOT** be responsible for updating the content on every VIDE division's page or individual school websites

2. Content Managers.

- a. Each school and department in the agency should have at least one person who is trained in using the CMS. Content managers shall be responsible for the maintaining and editing of the content for their school or department's section of the web site.
- b. Student involvement is limited to content generation. Students shall not be permitted to use the content management system. All content generated by students shall be reviewed and approved by a content manager for utilization. Content managers are responsible for student oversight.
- c. Any individual requesting access to create, maintain, or edit web content must:
 - 1. Be approved for access by the site administrator
 - 2. Be a VIDE employee with an active 'vide.vi' email address
 - 3. Complete the agency's one-time mandatory ADA and Compliance Training specific to website content managers.

III. Procedure

1. Content

- a. Content includes text, videos, audio, pictures and any other information being placed on the website. Content shall:
 - 1. Be approved for access by the site administrator
 - 2. Comply with all VIDE policies, regulations, and procedures; and
 - 3. Be compliant with state and federal laws and regulations, to include:
 - a. The Americans with Disabilities Act, Section 508 of the Rehabilitation Act: ensures accessibility of electronic and information technology to individuals with disabilities,
 - b. Family Educational Rights and Privacy Act (FERPA): protects the privacy of student education records, including personally identifiable information (PII) on educational institution websites,
 - c. Copyrights (17 USC): protects original works of authorship and establishes rights and limitations for the use of copyrighted material on websites,
 - d. The Children's Online Privacy Protection Act (COPPA): imposes requirements on website operators collecting personal information from children under 13,
 - e. The Health Insurance Portability and Accountability Act (HIPAA): regulates the use and disclosure of protected health information (PHI) by covered entities,
 - f. The Federal Trade Commission Act (FTC Act): prohibits deceptive or unfair practices in commerce, including false advertising and deceptive claims, and
 - g. The Electronic Communications Privacy Act (ECPA): protects the privacy of electronic communications, including email addresses and online communication channels.

2. Site Guidelines for Web Content Management.

- a. As new or existing content is modified on VIDE-maintained websites, the following procedures shall be followed. Detailed information on the following topics related to web content shall be provided by OPRC through training as well as detailed instruction on the Web Content Management Training page on the VIDE's website.
 - 1. Access as a Content Manager. VIDE employees requesting access to maintain and edit web content on the VIDE site must be approved by the site administrator (e.g. school principal or department supervisor) responsible for the content of the site. Access must be requested through OPRC.
 - 2. Documents and Attachments
 - a. Outdated documents must be removed from the files and folders within the site. Removal of the link from the page does not remove the file meaning that individuals conducting a search would still be able to find old versions of documents. Instructions on how to properly remove files and folders within the site are provided in the [FinalSite Resources](#)

[Overview](https://www.finalsitesupport.com/hc/en-us/articles/115003732152-Resources-overview) (<https://www.finalsitesupport.com/hc/en-us/articles/115003732152-Resources-overview>).

- b. Never save and upload a copy of a document that you are not responsible for updating. Instead, link the document from the owner's site to your site. For example, link the document hosted on the Human Resources Division's page, instead of downloading the document and uploading it to your school's site. That way, when the document owner updates the page your link does not have to be updated or changed and you always have the most up to date version.

3. Formatting and Layout

- a. Content Managers must use the layout approved by the VIDE to give the user a sense of familiarity when visiting many different sites within the VIDE. This includes the banner area, main content area, contact information, quick links, upcoming events, and navigation area.
- b. Content should be in the **left justified paragraph format** unless absolutely necessary.

4. Images

- a. Photos add much to the interest and visual appeal of sites. They can help with understanding of activities and programs. Care must be taken, however, to avoid including personal information about subjects.
- b. Addresses and phone numbers of students must never be used.
- c. Pictures of students may only be used after securing the written permission of the student's parent/guardian.

5. Links

- a. The great advantage of the Internet is its ability to guide users to related sites. Developers are encouraged to use links within the following parameters.
- b. The use of links may not conflict with the VIDE Technology and Internet Use Policy. Links to outside sites, groups and/or organizations shall be appropriate and in keeping with the mission and goals of the VIDE.
- c. Links to potentially offensive sites are not permitted. OPRC Site Administrator shall be the final arbiter of what is offensive or inappropriate, and may remove inappropriate links without notice.
- d. Email links are permitted only to VIDE or staff email addresses.
- e. Links to student email addresses are not permitted.
- f. All links should be annually verified.

6. Text and Readability

- a. The VIDE site uses a style sheet to control the look and feel of all pages within the site. This style sheet is developed to allow content managers to concentrate on the information being relayed and not have to spend time changing fonts and text size.
- b. Use the Style Sheet provided for each webpage to ensure consistency in the look and feel of the entire website.

7. Video and Audio

- a. There are two options available for streaming video. The one to choose is dependent on who is the audience. If the audience is the public including parents, students, and community, the VIDE uses YouTube as the streaming video provider. If the video will stay in-house and only be viewed by VIDE employees, use Microsoft Stream as the streaming provider.
- b. Provide text alternatives to audio and/or video, such as closed captioning and transcripts.
 - i. Captioned video is accessible to the hearing impaired; make video full-text searchable; can be automatically translated to other languages during playback; and can be used to generate an interactive transcript. Video instructions on how

to properly integrate closed captioning can be found [here](https://support.google.com/youtube/answer/2734796?hl=en&ref_topic=7296214&sijd=12319441450879755703-NA):
(https://support.google.com/youtube/answer/2734796?hl=en&ref_topic=7296214&sijd=12319441450879755703-NA).

- [illegible]

- i. Choose media players that support accessibility, to include supporting closed captions and descriptions. An individual should be able to operate the media player with a mouse; buttons and controls should be accessible using a screen reader.
- e. Copyright
 - 1. VIDE, school and departmental pages will not use text, graphics, multimedia or copyrighted material from other websites without the written consent of the author. When used, such material must acknowledge the source.
 - 2. Unauthorized copying, downloading, or distribution of copyrighted materials is strictly prohibited, unless permitted by the owner or in accordance with fair use principles.
 - a. "Fair use" includes, among other things, limited use of portions of work like quotes, for purposes such as commentary, news reporting, and scholarly reports.
- f. Confidentiality and Privacy
 - 1. Personal contact information for students, parents/guardians, and staff, including home and e-mail addresses, telephone numbers, and other information will not be published on any website.
 - 2. In order for student names, photographs and projects to be included on the public area of the VIDE's website, there must be a release signed by the student's parent/guardian on file.
 - 3. Audits and/or assessments of data handling practices will be conducted to ensure ongoing compliance with privacy regulations and to identify and address any potential vulnerabilities or gaps in data protection measures.
- g. Failure to comply with the Website Content Management Policy may result in loss of privilege as a content manager and/or removal of the site or the content posted from VIDE navigation.

EXCEPTIONS

Describe exceptions here.

No exceptions.

RELATED POLICIES, LOCAL/FEDERAL STATUTES, AND OTHER REFERENCES

This procedure is guided by provisions included in the following:

- Section 508 of the Rehabilitation Act, 29 U.S.C. § 794d
- Family Educational Rights and Privacy Act (FERPA), 20 U.S.C. § 1232g
- Copyrights, 17 U.S.C. §§ 101-1511
- Children's Online Privacy Protection Act (COPPA), 15 U.S.C. §§ 6501–6506
- Health Insurance Portability and Accountability Act (HIPAA)
- Federal Trade Commission Act (FTC Act), 15 U.S.C. §§ 41-58
- Electronic Communications Privacy Act (ECPA), 18 U.S.C. §§ 2510-2523

ROLES AND RESPONSIBILITIES

ROLE	RESPONSIBILITY
Assistant Director of Public Relations	Creation of the policy
Office of Legal Counsel	Input for legal sufficiency
VIDE Assistant Commissioner	Pre-Approval of the policy
VIDE Commissioner	Approval of the Policy

CONTACTS

SUBJECT	CONTACT	PHONE	EMAIL
Policy	Robert Ferrell, Assistant Director Office of Public Relations	340-774-0100 ext. 8137	Robert.ferrell@vide.vi
Input	Shayla Solomon, Director Office of Public Relations	340-774-0100	Shayla.solomon@vide.vi
Input	Keila Belt, Esq./Chilesa J. Ready, Esq Office of Legal Counsel	340-774-0100 ext. 7111	Keila.belt@vide.vi Chilesa.ready@vide.vi
Pre-Approval	Victor Somme, Assistant Commissioner	340-774-0100	Victor.somme@vide.vi
Approval	Dionne Wells-Hedrington, Commissioner	340-774-0100	Dionne.wells@vide.vi