



Central Rivers AEA Website Guidelines

(Use of Content Management Systems other than WordPress)

The purpose of the [Central Rivers AEA website](#) is to provide a dynamic forum of communication designed to educate and inform the communities and school districts about AEA programs, services, events, and other general information relating to the AEA or its school districts. In addition, the site serves as a central repository of resources in support of the services provided in real-time by the employees of the agency.

Most Central Rivers AEA programs & services are represented by official web pages developed using the official agency WordPress content management system. However, the agency recognizes some staff prefer to use other popular systems such as Google Sites, Wix, Weebly, etc. to share documents and collaborate on projects.

When is it appropriate to use a content management system other than the agency's official web development system (WordPress)?

When your project...

- Is aimed at a finite audience for a short period of time involving targeted learning.
- Contains proprietary content (e.g. the author has given permission to share resources only with participants in the class).
- Your project or learning is co-branded with another entity where it wouldn't be appropriate to exclusively display branding for Central Rivers AEA.

(If you are unsure about whether your project fits these criteria, please contact [Beth Strike](#), Director of Creative Services & Communications for guidance.)

What guidelines should be followed?

1. The individual creating a site must notify their supervisor and [Beth Strike](#), Director of Creative Services & Communications, about the creation of any new site that is shared publicly outside of Central Rivers AEA. If the site is not a Google Site, the owner of the site must share login credentials with [Kay Schmalen](#), Consultant for Educational Services.
2. The home page of the site must include a reference to Central Rivers AEA and a link to the agency homepage, displayed in a prominent position.
3. The site must retain the Central Rivers AEA logo. Logos may be obtained [from this folder](#). Please consult with a Creative Services Graphic Designer for assistance if needed. The logo should not be distorted, stretched or manipulated, etc.
4. Written information should be free from grammatical and spelling errors.
5. The staff of the participating programs/services take the responsibility of updating and maintaining the information and/or deleting the site if it is no longer needed.

6. Photos/Images: Do not use copyrighted images. Graphics and other visual materials should be of high quality. Before adding any images of participants (other than stock images), a release form must be completed by all individuals in the pictures. If you have difficulty accessing high quality stock images, please contact the Creative Services Graphic Designers.
7. [Adhere to all requirements related to web accessibility.](#)
8. Avoid acronyms, i.e. MTSS should be Multi-tiered System of Support then MTSS can be used after the first reference.
9. Indicate the contact person(s) responsible for the content of your website. This person's email address will be set up as a link for anyone who has questions about the information displayed. If a specific person(s) is responsible for the content on a page, note that on the page and provide a link to the email address(es) for questions specific to that page.
10. Identifiable student or staff information (such as first and last name) must not be shared or posted on any site.