

uploaded. The Web Manager should not link to subject sites unless they meet the criteria outlined below.

The Web Manager can give guidance on design, use of logos, metatags etc. where required.

Design

It is impracticable to expect subject sites to have a uniform design, as several are not hosted on the main servers—nor do all use the same software or operating systems—and undesirable, since subject sites need to reflect their individual department's ethos, achievements and aspirations. However, when submitted to the Web Manager they should be finished and fit for purpose, with no dead links, blind links or 'under construction' signs, and with a clear link back to the School Homepage.

The administrative and portal pages of the Website should be designed professionally and coherently, in order to suggest the School's effectiveness, unity of vision and shared goals.

The School Logo

The Website version of the School logo—saved on the Website as “newlogo75.jpg”—should not be altered or compromised in any way. Where a department has its own logo—e.g. English—this should not be combined with the School logo, or have greater prominence.

Metatags

Metatags, including Author, Keywords and Description, should always be carefully completed, both on the main site and on subject sites, to allow search engines to index the pages correctly and reproduce a succinct description of the School or subject department. Keywords should be carefully targeted towards the School and not separated by commas.

Accessibility

Templates and extensions which do not contain accessibility features should be avoided. Where practicable, the ability to change text size should be present; pictures must always contain alt tags, and a page's content should always be available to screen readers and text-based browsers (e.g. Lynx).

Heads of Department and Subject Leaders

Although heads of department and subject leaders are welcome to author and host their own websites—providing they adhere to the requirements of this Policy—they are only required to provide the Web Manager with the following information necessary to providing each subject with a website:

- a welcome message, introducing the department to visitors (50-100 words)
- an up-to-date list of staff members (photographs and contact details optional)
- a summary of the curriculum at the three key stages (where applicable)
- exams offered, their dates and coursework deadlines (where applicable)
- a selection, preferably in electronic form, of students' best work
- a statement of homework policy, with due dates if known, and resources for homework

- a selection of revision and general resources, either onsite or as external links

Images

Pictures of students under 18 years must not be identifiable by name, whether as a caption or as a reference in body text—for example, in an article on a sporting achievement where team members are named —*unless specific permission is given by the student's parent(s)/carer(s)*. This applies even in the case of a printed publication reproduced on the Website.

Where specific permission for the matching of a student's face with their name has not been granted, any attempt to disguise the student's face—e.g. pixellation—should not be used, as this can be reverse engineered.

Where permission is granted to use photographs the School puts no time limit on their use, although the existing bank of photographs of students will be replaced with each new School Prospectus.

Photographs which appear to breach copyright should not be used on the Website, and will be removed by the Web Manager if there is any doubt.

Chatrooms

Chatrooms should be conducted within the School Virtual Learning Environment (VLE) and not on websites within the Website network.