



Tamworth Enterprise College

Adopted and ratified by the Governing Body of on:	6 th June 2013
Policy to be reviewed on:	
As defined by the AET Governance and Accountability Framework (ARCI)	AET Board
Accountability:	
Responsibility	MA

VISION

The Academy website aims to give all stakeholders information about, and provides a means of communication with, the Academy. It aims to promote what the Academy achieves and should raise the profile of the Academy in and beyond the local community.

1.AIMS

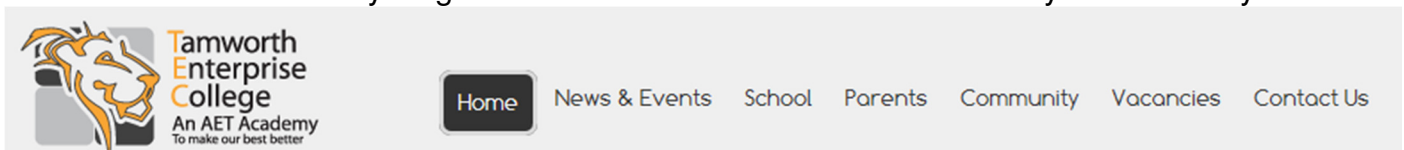
The aims of this policy are to ensure that:

- The website complies to the AET, DfE and Ofsted statutory requirements. **Appendix 1: AET Website Compliance Checklist Appendix 2: Advice Note 0011 - Academy Websites**
 - The website always has up to date information published to it.
- The content is relevant to the community and is a resource for useful Academy documentation.
 - All staff know their responsibilities for the selection and publication of material to the website.
 - All staff understand the process of submitting material for the website.
 - All staff understand who is responsible for the management of the website.
 - The website enhances communication, supports accessibility and is easy to navigate.
 - The website presents an AET corporate face to the world.
 - The website presents an Academy corporate face to the world including multimedia as appropriate.
 - Students' work and activities are showcased.
 - The achievements of staff are recognised.
 - The website is not limited to the replication of paper based communications.

2. LAYOUT AND CONTENT TYPES

To enable these aims to be achieved:

- The header and colour scheme is set by the AET based on the Academy's branding.
- However anything below the header level can be modified by the Academy.



- The horizontal navigation bar should follow the standard layouts below for consistency. However the academy can choose to personalise the names of the buttons.

Secondary



- All page title text automatically uses the <h1> tag.
- All subtitle text should use the <h2>, <h3>, <h4>, <h5> and <h6> tags.
- All body text should use <p> (Normal) tag. This will be done automatically when not HTML mode.
- Wherever possible, there should be a greater ratio of photos, graphics and video to text.
- All documents for inclusion on the website should be converted to PDF format, or embedded as Google Docs via the Academy Web Admin account.
- All photographs should be in JPEG format, graphics should be in PNG or GIF format and optimised for use on the web.
- Photographs should be stored in the Academy Web Admin Picasa account, and should be embedded into the website via Google Picasa Web Slideshow Widget.
- Video/audio content should be uploaded to the Academy Vimeo account and embedded into the Academy website.
- Social Media can be added into the Academy website, but should comply to the AET Social Media Policy. **Appendix 3: AET Academy Social Networking Policy**

3. PROCEDURES

- When using photos and graphics, the alt text field must be completed to ensure that accessibility guidelines are met.
- A named person in the Academy (Web Admin) should be identified and responsible for website development, with day to day responsibility for quality assurance of all materials submitted. Where required, the Learning Technologies team can support with this process, via the Helpdesk: AETLTSupport@academiesenterprisetrust.org.
- Staff should ensure that they collect content during events, trips and other Academy activities. This should then be sent to the Academy Web Admin within 2 working days of the event taking place.
- It is the responsibility of staff who are taking photographs/videos for use on the website to adhere to the Photography Policy. **Appendix 4: Photography Policy (L)AET - Cross Phase**
- Staff responsible for subject areas should provide information for use on their subject area pages.
- The Principal/Headteacher will have the ultimate decision on material uploaded to the site and will make the decision based on the aims of this Policy and associated appendices.

4. MONITORING AND REVIEW

- The AET Learning Technologies Department conducts a monthly website compliance review of all AET Academy websites, the outcome of which is reported to the AET Operations Committee. This process is designed to support academies with making their website compliant, and the team can be contacted via the Helpdesk: AETLTSupport@academiesenterprisetrust.org.
- The AET Learning Technologies Department may contact the Academy Web Admin to offer support, but will not make changes to the website day to day without prior consent.
- In specific circumstances, the AET Board may instruct the Learning Technologies Team to make urgent changes to the website. In this instance, the Learning Technologies team will attempt to contact the Academy Web Admin before any changes are made, however this may sometimes not be possible, in which case, we will communicate with the Academy Web Admin once the changes have been made.
- The Academy Web Admin will report on this Policy to the Principal/Headteacher as appropriate.
- The Principal/Headteacher will report to the Governors Committee(s) on any relevant aspects of the working of the Policy as appropriate.
- The Policy will be reviewed every 2 years.

Signed: _____ Date: _____

Chair of the Governing Body

Appendices

Appendix 1

[12/0011/CSGC](#)

Appendix 2

<https://docs.google.com/a/academiesenterprisetrust.org/spreadsheet/ccc?key=0AniecA1pXtJidDZjLU01aU9fWVZmNjZucVNFeVhOLXc#gid=0>

Appendix 3

<https://docs.google.com/a/aetinet.org/document/d/1BpPN3n3Ci70XfqvAfOz6Hnxsmlesv-M9UFbs2eHw0zU/edit>

Appendix 4

<https://docs.google.com/a/aetinet.org/folder/d/0B3iecA1pXtJidmpyU0l3Q2tiVKE/edit?docId=1qZvlQ7xqEIJ5tpsUeuJaTrwPfNdXgUyukSqRPCI6B0k>