

# How to write your school profile information for maximum impact

*My School*<sup>®</sup>

myschool.edu.au

## Write for your audience

Research conducted by ACARA shows that parents highly value school profile information on the *My School website*.

In writing your profile, you should aim to use plain English, and avoid jargon and complex sentences.

Your school's profile information could include:

- the school's mission, values and focus
- some examples of how student success is supported (bearing in mind the privacy considerations outlined below)
- curriculum strengths and specialist programs, extra-curricular activities and achievements in academic, sporting performing arts or community projects
- if relevant, information about religious affiliation or educational philosophy
- the role your school plays in the community
- before and / or after school care
- support programs, if available (including support for Indigenous students, students with language background other than English, students with disability).

You could give some examples of new strategies you have employed, for example:

- 'In 2019, we put in a new strategy to improve numeracy results ...'
- 'A focus on spelling in Years 3 and 4 has resulted in ...'
- 'We have introduced a successful reading program for primary school students ...'

*Remember any privacy considerations, so don't name any students or teachers either by their given name or family name or any characteristic that could enable them to be identified by members of the school or local community.*

## Check your submission!

Quality assurance (QA) of school comments should be completed by the school prior to uploading to the Principals' Portal. You will confirm QA completion on the site by marking a check box on the comments editor page. It is the responsibility of school principals to ensure that comments uploaded to the Principal's Portal have been approved by the relevant authority.

ACARA also undertakes QA checks on school comments, reserving the right to reject a supplied text where it exceeds the character limit or has grammatical, style or content issues.

## Site functionality

The text editor allows basic formatting of comments text, including font style, clear paragraphs with hard returns and the use of bullet points lists. The text editor page displays both the currently published school comment on *My School* and a free-text box for entering a new or updated comment.

*Please note: for security reasons, the website will time out after 15 minutes of inactivity. Please prepare your school comment in a Word document and then paste the text to the school comments text box to submit for publication.*

If you experience ongoing issues submitting edited comments for publication, email the comments the address below and ACARA's portal support team will submit these comments on your behalf.

## Character limit and format

School comments may be up to 5,000 characters in length including spaces. The text editor is a basic word processing tool and comments need to be input as 'plain text'. Plain text format recognises a limited set of symbols and formatting marks, which includes elements such as hard returns and bullet point lists. Please note, hyperlinks will not work in your school profile comment.

## Contact Principals' Portal support

Email: [portalsupport@acara.edu.au](mailto:portalsupport@acara.edu.au)