

# CITY OF STEWARTVILLE WEBSITE USAGE POLICY

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## Purpose

It is the intent of the City of Stewartville to represent itself appropriately, consistently and positively on the internet. The City of Stewartville's Website Use Policy describes the standards and guidelines by which the City manages and maintains information on its website. The City has established this website for the primary purpose of being a public service for the sharing services, information, and material available to the public from the City in addition to services, information, and material available to the public from other governmental agencies affiliated with and/or in partnership with the City.

## Definitions

**“City Website”** – The official website of the City of Stewartville (located at [www.stewartvillemn.com](http://www.stewartvillemn.com)) produced and maintained with authority granted as outlined in this policy.

**“Website Committee”** – City Administrator, Finance Director, Data Clerk, Council Member, and Economic Representative

**“Internet”** – The Internet is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link billions of devices worldwide. This term also refers to a variety of browsers including but not limited to Mozilla Firefox, Internet Explorer, Google Chrome, etc. which are utilized for the searching, viewing, modifying, posting, and sharing of information.

**“Links”** – A word, phrase, email address, or picture that can be selected by the user (with a mouse or in some other fashion), resulting in the immediate delivery and view of another file, webpage or email composition box.

**“Automated Data Retrieval Programs”** – Programs and/or instruments used to collect, compile, analyze, and/or report data from online sources.

**“Probes”** – An action taken or an object used with the purpose of learning something about the state of a network.

**“Decentralized Control”** – Having multiple users, allows subject matter experts to talk about issues related to their areas of expertise and information to be updated in a timely manner even in instances of employee vacation usage or illness.

## Policy

The City of Stewartville will determine, at its discretion and with the assistance of its contracted developer, how its City Website will be designed, implemented and maintained. Information may be modified or removed by the City at any time and without notice, as necessary to maintain the integrity of both communications and information technology functions.

## General Standards

The City of Stewartville's City Website should focus on the provision of factual, relevant information to its residents, prospective residents, businesses, prospective businesses and any other individual seeking information about the City. The City seeks to avoid the inclusion of inaccurate and/or conflicting information.

## City Website Responsibility

- All information on City of Stewartville's City Website may be subjected to review by the Website Committee and may make additions, revise or delete without notice.
- **Accessibility:** In compliance with the Americans with Disabilities Act, the City of Stewartville is committed to making its website accessible as outlined in the Federal government's recommendations "[Accessibility of State and Local Government Websites to People with Disabilities](#)."
- City of Stewartville City Website uses a decentralized approach to control. The City Website and all information contained therein is considered a City asset and logins to make changes, updates, corrections, and additions will be selectively administered. **The City reserves the right to shut down any of its pages on the City Website for any reason without notice.**
- All employees sharing information on behalf of the City acknowledge that posted information belongs exclusively to the City of Stewartville. Any improper or unauthorized information may subject the employee to disciplinary action.
- On certain occasions, the City may give website users the option to provide an e-mail address for purposes of correspondence/updates. The City of Stewartville will not sell or provide e-mail addresses to anyone outside of the organization, except as required under the MN Open Records Law or under court order.

## City Website Usage Guidelines

- Respect proprietary information, content and confidentiality. Give credit to

appropriate persons when required or appropriate.

- Signed photo releases will be obtained when including photographs children's faces.
- Be aware that some information is confidential and/or sensitive until deemed available for public release. Employees are expected to maintain this confidentiality.
- Be aware that some information may be subject to retention policies and Freedom of Information Act.
- The City may link to websites of other organizations if the information is consistent with the purpose stated above. Examples of the types of organizations which the City may allow links to include:
  - Other governmental agencies serving City residents
  - Public utilities (gas, electric, water, sewer, garbage, recycling, cable television) serving the City
  - Public elementary, secondary and postsecondary schools and educational institutions located in or serving Stewartville area
  - Organizations whose primary purpose is providing resources for businesses in the Stewartville area
  - Museums and libraries
  - Sports organizations relevant to the Stewartville area
  - Hospitals serving the Stewartville area
  - Any other entity deemed appropriate by the Website Committee
  - Links to outside organizations which have a co-sponsored relationship with the City may be allowed under certain circumstances. Such links do not represent City endorsement of the group or organization or its activities.
- The City will under no circumstances allow links to websites for:
  - Office holders or candidates for political office
  - Organizations or groups engaging in political activities
  - Corporate or other for-profit organizations (unless the group or organization has an existing, co-sponsored relationship or formal, written agreement with the City)
  - Individual or personal sites
  - Sites containing obscene materials.
  - Any other sites deemed irrelevant or inappropriate for inclusion on the City Website as determined by the Website Committee.
- Exceptions may be granted by the Website Committee.
- City Website will be maintained and updated as appropriate.

- The City Council gives the Data Clerk the authority to evaluate simple requests for compliance with website usage policy and make a determination for the Website Committee. If the request is complex, the committee will be consulted.
  - All requests for information to be included on the City's Website shall be submitted in a written format of the inquirer's choosing.
  - All requests for information to be included on the City's Website will be evaluated in a timely manner. If the request is denied, the requesting person/organization will be contacted within 5 business days with an explanation.

#### City Calendar:

- The City maintains a "Community Calendar" on its website. This calendar shall be used only to list events sponsored or co-sponsored by the City. Other events may be submitted for inclusion on the Community Calendar; however, only events that are integral to the community and completely open to the public will be eligible for inclusion. Granted permission and exceptions may be granted only by the Website Committee.

Events may potentially include:

- Community News and Events that are open to Public
- City sponsored/co-sponsored events
- Public Notices
- Public Hearings
- Any other content deemed relevant by the Website Committee

Posting will not be considered for:

- Promotion of for profit individual sales/organizations
- Political Commentary
- School events (see link to school website)
- Chamber events (see link to chamber website)

#### Alerts:

- Alerts will be distributed based upon a voluntary, opt-in sign-up from users. Only those users who have signed up for alerts will received notifications. Exclusion from community event alerts by no means indicates discrimination or favoritism.

#### Violations of the Policy

Violations of this Policy shall be reported to the City Administrator. Employees or Contractors violating this policy may be disciplined in accordance with the provisions of the City of Stewartville's Personnel Policy or contractual obligations.

## Exceptions/Changes

This policy replaces all previous policies covering the same or similar topics except as provided for in the City of Stewartville Personnel Policy. Exceptions to this policy may be granted only by the City Council. This policy may be reviewed and changed at any time.

- Inclusion of the following disclaimer, as approved by the City Council, is required on the City Website:

**The materials found on the City Website are provided for informational purposes only, and do not imply a warranty as to the City of Stewartville, Minnesota's opinions, condition or performance, nor do they imply a commitment as to any matter mentioned or included on the City Website. These materials are intended, but not promised or guaranteed to be current, complete or up to date. The documents and materials displayed or mentioned on the City Website may not be considered official copies; if official copies are desired, please contact City Hall or the appropriate City Department to request the documentation.**

**Neither the City of Stewartville nor its officers, agents, contractors, elected officials or employees are liable for any harm suffered as a result of reliance on information contained in the City Website.**

**The City of Stewartville reserves the sole right to restrict usage that may compromise the performance or security of the City Website. Such usage may include but is not limited to probes, attacks and malicious attempts to mirror web site data using automated data retrieval programs.**

**The City Website may incorporate links to other resources on the Internet. These links are provided in an effort to assist users in the identification and location of other Internet resources that may be of interest. These links are not intended to imply that the City of Stewartville is in any way affiliated/associated with, endorses, or is legally authorized to use any trade symbol or information that may be reflected in/by the links.**

Policy Approved on \_\_\_\_\_