I.   Purpose:

The purpose of this policy is to ensure adherence to website design standards and guidelines as set forth by the Corporate Communications Department. The guidelines were created to promote a cohesive look and feel for City websites in support of our customers, as well as to maintain brand identity for the City.

This policy applies to all City of Fayetteville employees, including seasonal and temporary employees, interns, and independent contractors who revise, create or edit website content. This policy pertains to existing as well as new website content.

Policies and procedures related to social media websites maintained and operated by City Departments are addressed in the City of Fayetteville's Social Media Policy.

The City of Fayetteville's Branding Policy covers all content that appears on websites maintained by City Departments.

II.   Definitions:

The following terms are used in this policy:

- City Hosting Environment: The server(s) used by the City to host internet and intranet content.

- Website Content: Text, graphics and/or documents included on a City website.

- Content Management System: A Content Management System (CMS) is a type of software used to automate the process of creating, publishing, and maintaining content. A CMS simplifies content production by empowering content contributors to perform content creation, publishing, and maintenance-related tasks. A CMS separates page design from content which facilitates content maintenance and design changes.

- Content Manager: A City employee responsible for owning, developing, controlling and updating department web site content.

- Content Editors: A City employee who is content manager who has the additional responsibility for proofreading content and giving the final approval before content is published.

- Outside Consultant: Any temporary independent contractor, not an employee of the City of Fayetteville, who is working with a department in development of website content.

- Multiple Agency Websites: Multiple agency websites are defined as any website that covers multiple agencies outside of the City of Fayetteville. For example, websites may be a joint venture with another government agency or non-

governmental organization. Websites that only contain City of Fayetteville specific department, project or service content are not considered multiple agency websites. An example of a multiple service agency is the Fayetteville-Cumberland Parks & Recreation Department website.

III.   Policy and Procedures:

All City of Fayetteville website content will be hosted on the City's hosting environment with exceptions to be determined by the Corporate Communications Department.

A. Benefits

The following benefits will be realized by departments who follow this policy:

- Good stewardship of taxpayer money. The City of Fayetteville has invested time and money for a city web infrastructure. When departments choose to go outside this infrastructure, they spend money and time unnecessarily.

- Cohesive web presence for the City of Fayetteville that portrays the Fayetteville brand identity. Creating a single website location keeps our users in one location on the web which sets the stage for a consistent and enjoyable user experience.

- Long term sustainability and accountability for City of Fayetteville information on the web. When websites are located outside of our system, there are no guarantees as to when they will be updated.

- Existing website design standards are already created for departments, at no additional cost, compared to high cost consultant website design fees.

- The use of the website content management system improves efficiency and does not require the purchase of additional software.

- Future website redesigns will be easier and faster due to the content management system because the only item that will need to change is the applied template.

- Training will be provided by the City's Information Technology Department.

B. Roles & Responsibilities

City Departments:
- Expectations are that every City department will have a Content Manager/Editor, unless exempted at the discretion of the Corporate Communications Department
- Ensure web content managers are allotted a sufficient amount of time to complete web site updates in a timely manner
- Ensure web content managers are allotted a sufficient amount of time for training

Information Technology Department:
- Maintain City web servers and content management system
- Provide support and training on guidelines, standards and software, and oversee and manage the overall web presence
- Offer expertise in related areas of web development and design
- Ensure all websites that use City network credentials for authentication are secured with a security certificate

Web Content Managers:
- Follow the standards and guidelines of web site design and development
- Create, develop and manage content for organization's web presence (requires working with content management software)
- Copyedit and proofread all web content
- Maintain consistency in messaging and comply with the City's Branding and Corporate Identity Policy
- Work cooperatively with key team members, clients and vendors
- Keep Corporate Communications staff informed of changes when necessary
- Consult with the Corporate Communications Department on any questions pertaining to this policy and any requests to work outside the stated parameters

Web Content Editors:
- Review all content prior to publication
- Consult with the Corporate Communications Department on any questions pertaining to this policy and any requests to work outside the stated parameters
- Editors are appointed by the Director of Corporate Communications

C. Acceptable Use
Acceptable use means the following:
- All City websites must adhere to the Branding and Corporate Identity Policy
- Multiple agency websites need to follow the guidelines in the Multiple Agency Websites section of this policy
- No personal use of City websites
- No posting of copyrighted, unlawful, or offensive content

D. Unacceptable Use
Unacceptable use means failing to follow the guidelines as referenced in the acceptable use section of this policy. The Corporate Communications Department will remove any unacceptable use content from the Web server following a 48-hour notice, although copyrighted, unlawful, or offensive content may be removed immediately.

E. External Links from City of Fayetteville Website
The City of Fayetteville permits the establishment of links to external websites on the City's official website solely in conformance with this policy. At its discretion,

the City may provide links to external sites that fall into one of the following categories:

- Other governmental agencies (.gov domains)
- Other municipalities (official municipal .us domains)
- Private utilities that have a franchise from the City of Fayetteville by which the City regulates or monitors customer service issues
- Public and non-profit private, bona fide educational institutions (.edu domains)
- U.S. Military (.mil domains)
- Non-profit organizations as defined in the Internal Revenue Code §501(c)(6) (.org domains)
- Any association located in or managing a location which has received a historical site designation by the National Register of Historic Places
- Non-profit organizations that partner with the City of Fayetteville to meet the City's strategic or operational goals (.org domains)
- The City of Fayetteville reserves the right to:
  - Deny an External Link to any person, business or organization when it is determined, following review, that the entity or organization does not meet the criteria set forth in this policy, and/or
  - Deny an External Link to any person, business or organization which fails to provide truthful information
- Examples of the type of websites that the City's website will not provide an External Link to websites:
  - Representing for-profit businesses (.com, .biz or any other commercial top-level domains)
  - Promoting or exhibiting hate, bias, discrimination, pornography; libelous or otherwise defamatory content
  - Associated with, sponsored by or serving a candidate for elected office, any political party or organization supporting or seeking to defeat any candidate for elective office or any ballot proposal
  - Associated with political organizations or other organizations advocating a position on a local, state or federal issue
  - Furthering the agenda of a political organization or candidate running for office
  - Furthering the non-charitable agenda of a labor union
  - Violating any of the City's equal opportunity or norms and values policies
  - Representing individual or personal home pages

F. Removal of External Links from City Website

- The City reserves the right to immediately and without notice to any person or organization:
  - Remove any External Link if the nature of the organization or business to which the link relates no longer complies with the City's External Link Policy.

o   Discontinue an External Link at any time if the entities' website parallels any of the above examples of websites the City will not link to, or contains incorrect information at any time.

o   The City reserves the right to determine how and where External Links will appear on its website; i.e. what page the link appears on and where the link is placed on the page.

IV.   Exceptions/Changes:

Any exception to this policy must be granted by the Corporate Communications Department. Approved exceptions will be consistently documented. This policy may be reviewed and changed at any time.

V.   Multiple Agency Website Guidelines:

The following guidelines apply to multiple agency websites:

- Must not adopt the City of Fayetteville standard branding
- Must employ a different URL from the city of Fayetteville in order to differentiate them from the City
- Administrative Roles must be provided to a City of Fayetteville employee
- Multiple agency websites are supported by the City Information Technology Department on a case by case basis when they are hosted by the City
- The decision to host any multiple agency website will be handled on a case-by-case basis
- The final approval for any multiple agency website will be at the discretion of the City Manager

VI.   Final Authority Over Website:

The Corporate Communications Department, through the approval of the City Manager, has final authority and domain over all City websites and has discretion in creating, changing or removing websites as needed.

Initiating Department: Corporate Communications

Approved by:

_____   10/22/2015
Theodore L. Voorhees, City Manager   /Date