

MUNICIPAL WEBSITE CONTENT POLICY # _____
TOWN OF ENFIELD, NY

Adopted _____

PURPOSE

The sole purpose of Town of Enfield website is to provide information about the town, including various resident, business, and visitor services, news & events, and resources available in the Town of Enfield, or as may be available from other governmental agencies.

In providing an official municipal website, the Town of Enfield does not intend in any manner to create a forum for public discourse, feedback, exchange of opinions, or discussion on issues of any nature, with the single exception of an occasional survey approved by the Governing Board (Enfield Town Board) to assist the town in service delivery.

GOALS

Goals of the Town of Enfield website are:

- To encourage increased citizen participation in town government by making public information more readily available;
- To provide electronic access to town information through a logical single point of entry at (<http://www.townofenfield.org>);
- To keep the public informed of community news & events, municipal meetings, and Town programs;
- To encourage both commerce and tourism at the discretion of the Town Board.

DEFINITIONS

Business Directory- Businesses and/or organizations located within the town of Enfield and businesses owned by Enfield residents may be listed in the Business Directory by business type. Contact details may include business/organization name, slogan/catchphrase, address, phone number, and website address/link.

Community Event Calendar-The Town of Enfield website will offer a calendar for municipal and non-municipal community events and information. Events and information may not advertise for-profit interests.

Informed Updates to The Public- The Town Supervisor may provide a monthly post informing the Public of actions of the Town Board, upcoming concerns, Town business, and other topics as agreed upon by the Town Board, as has historically been done in a Town newsletter.

Links - The Town of Enfield website may provide links to websites that encourage citizen participation in government; inform residents about local businesses, organizations and attractions; and inform the public of community news and/or events. The Town is not responsible for and does not endorse the information on any linked website unless otherwise stated.

Original Content- Contributors must affirm that submissions are original works and/or that they own or have necessary licenses, rights, consents, and permissions to publish the submitted content.

Organizations- For the purposes of this policy, an “organization” is a legal non-profit entity, or entity which has a Federal Tax Employer Identification Number.

Webmaster -The Enfield Town Board shall appoint a Webmaster, who will oversee ownership aspects of the website as determined by the Town Board. Super Administrative duties include arranging for repairs through the host service, payment for host services, technical aspects of the website and that standards set by the Town Board are being adhered to.

Website Administrator -The Enfield Town Board shall appoint a Website Administrator, who is responsible for the appearance, behavior, and publishing content that adheres to the standards set by the Town Board. Information prepared for posting on the Town Website may be routed through the Website Administrator.

The Enfield Town Board establishes policy governing the Town of Enfield website.

The Website Administrator is responsible for carrying out Town web policies day-to-day, and is subject to the authority of the Town Board.

These policies may include defining the look and feel of the website or deciding what Public entities may post information on the site. The name and e-mail address of the Webmaster and Website Administrator shall be visible on the town website.

PUBLICATION CRITERIA

The following criteria will be used to determine if submitted content is appropriate for the website.

Community Calendar -The Town of Enfield website may provide event details for volunteer, not-for-profit organizations providing recreation or enrichment programs for or of interest to the Enfield community.

Business Directory - The Town of Enfield website may provide contact details and links to websites for businesses physically located within the Town of Enfield.

News and Information About Enfield Local Government - News and information related to the duties, obligations and goals of various Town departments, committees, and boards may be submitted for publication as needed. News and/or event content that otherwise meets the website publication criteria may also be submitted.

Suggested content may include, for example:

- Current Town Department, Board, and Committee activities and initiatives of interest to the community
- Requests for community input / involvement / assistance with activities of a particular Board or Committee
- Citizen surveys
- Board, and Committee initiatives and projects
- Organizational information of interest to Enfield residents that complies with this policy

Other Content - The Town's Website may provide news items, announcements, e-mail distribution and/or links to websites for:

- Government and not-for-profit educational institutions serving the Enfield community
- Elected local legislators for the purpose of disseminating legislative information and updates
- Generally recognized volunteer community organizations, established in, or having a significant membership / participation from Enfield
- Not-for-profit organizations providing information about employment opportunities in the Town of Enfield
- Not-for-profit organizations providing information about tourist attractions in Enfield.
- One headshot photo, approved by the Town Board, and contact and term information may be posted for elected representatives and appointed staff serving the Town on an appropriate page that refers to those individuals. A team photo of Highway Department staff may be posted on the Highway Department information page.

EXCLUDED CONTENT

Except as specified elsewhere in this policy, the Town's Websites will not publish content including:

- Copy protected images and/or content.
- Opinions or endorsements regarding candidates for office, political issues, or municipal, county, state, or federal initiatives.
- Campaign materials and messages of any kind
- Promotion or advertisement of businesses or special interest groups.

- Campaign Websites for incumbent and challenging candidates for local, state, or federal office. Further, if an existing website link of a seated candidate is found to be of a campaigning / self-promotional nature, it will be removed from the Town of Enfield website
- Political organizations or other organizations advocating a candidate; a position on a local, state, or Federal issue; or pending legislation
- Corporate or other for-profit organizations unless they fit any of the criteria stated above
- Individual or personal web pages
- Any submission considered by the Enfield Town Board, Webmaster, or Website Administrator to be inappropriate or out of line with the Purpose and Goal of the Website or the criteria herein

APPLICATION FOR PUBLICATION TO THE WEBSITE

Any person, business, or organization requesting publication to the Town of Enfield website should complete a request in writing to the Website Administrator. The request must include the name of the organization, name of person requesting publication, purpose of publication. All content must be submitted as it is intended to be published. The Website Administrator is not responsible for formatting digital items for publication for entities other than the Town of Enfield.

Business Directory requests must be submitted as above and are at the discretion of the Webmaster and Website Administrator. Applicants who are denied publication on the website may appeal their publication request to the Enfield Town Board.

CONFIDENTIALITY

Confidential information should not be posted on the town's website. While the Town of Enfield website may track overall site traffic, the Town does not collect individual user details unless a user voluntarily submits such information.

It does not share that information with outside sources, and is committed to keeping such information confidential. If at any time a user believes that the Town of Enfield's website is not protecting his or her privacy, the person should e-mail the Website Administrator, who will attempt to assess and, if necessary, correct the problem.

APPEALS

Complaints about any aspect of the web policy should be brought first to the attention of the Website Administrator. If a complainant is unsatisfied, s/he may appeal any decision of the Website Administrator to the Webmaster who will respond within 15 business days.

Further, any resident may appeal the decision of the Webmaster to the Enfield Town Board. The decision of the Enfield Town Board is the final word on matters arising from implementation of this policy. Residents who wish to change this policy should contact a Town Supervisor.

DISCLAIMER

The materials and information contained on or obtained from the Town of Enfield website are distributed "as is" without warranties of any kind, either express or implied, including without limitation, warranties of title or implied warranties of merchantability of fitness for a particular purpose. Information contained on the Town of Enfield website, including information obtained from external links thereon, is provided without any representation of any kind as to accuracy or content and should be verified by the user.

The Town of Enfield is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the website and/or the materials contained on the site whether the materials contained on the website are provided by the Town of Enfield, or by a third party. Data contained on the website are subject to change without notice.

Any person submitting items and/or information that violate this policy will be required to remove all offending material immediately, at the direction of the Enfield Town Board.