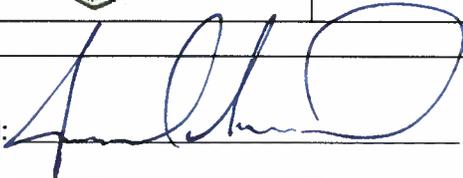


	Web Site Management Policy	
	Effective Date	Revision Date(s)
	9/2/2007	4/25/2014
Approved:  Jared Miller, City Manager		

City of San Marcos, Texas
 Web Site Management Policy
Policies for Editing and Publishing City Web Site

1. Mission and Purpose

1.1 Mission: The City of San Marcos web site is created to provide information and access to city services and departments for the residents of San Marcos and other web site visitors through the Internet.

1.2 Purpose and Scope: Only information and services supportive of the mission, goals and programs of the City of San Marcos will be placed on the web site. All information submitted to the web site must be related to the official duties and responsibilities of City employees, officials and departments.

2. Web Site Policies

2.12.1 The City of San Marcos will use one officially designated web site. All information and services from each department must fall within this web site or approved social media web sites referenced in Section 2.6. City departmental web pages outside the City's web site are prohibited.

2.1.1 Departments wishing to create external web sites for special programs or events must receive approval from the Department Director and the Communications Director before purchasing or acquiring external web URLs.

2.2 The creation and management of the content on the City's Web Site and CityInsider Intranet Site are the responsibility of all Departments and the Communications Department with technical support from the hosted vendor in consultation with Information Technology. It is the responsibility of the Communications Department to advise City departments regarding the inclusion of material and assist City departments in complying with this policy.

It is the responsibility of Information Technology to maintain accessibility to the Internet and to maintain access and the functionality of the internal server hosting the CityInsider.

- 2.3 Each Department is responsible for the accuracy and appropriateness of content placed online through designated and trained Web Team Members. Department directors have the responsibility to ensure that departmental staff follow Web site policies and provide web content approved by the director.
- 2.4 Copyright: Departments producing content for the City's Web site are responsible for ensuring that the content, images and functions are free from copyright restrictions.
 - 2.4.1 Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of "original works of authorship" including literary, dramatic, musical, artistic, architectural and certain other intellectual works both published and unpublished.
 - 2.4.2 Photos, graphics or videos on the internet are not granted permissions for public use, unless otherwise advertised as "free."
 - 2.4.3 Departments using any licensed or copyrighted graphic or text must have written permission from the owner to use in the viewed capacity before placing on the Internet.
- 2.5 Promotional information on the City's Web site is allowed only for the purposes associated with an event sponsored by the City. Material posted on the City's Web site must be approved by the Communications Department. Commercial advertising is not accepted or allowed. Promotional information placed on the City's Web site does not qualify as an endorsement for any organization, product or service. The following statement must be included with any sponsor identity: *Acknowledgement of (event supporter) on this page does not constitute the City's support or endorsement of it or its products or services.*
- 2.6 Social Media: The City offers Social Media access for the Web Team for official City announcements, activities and events through approved social media web site and others that may be adopted in the future. Departments may not create individual Social Media accounts for events or programs unless approved by the Department Director, Information Technology Director and Communications Director.
- 2.7 Links Policy: It is the policy of the city of San Marcos to provide external links only to those sites maintained by local, state and federal governments, local organizations supported financially by the City of San Marcos, or organizations associated with the mission, goals and services of the City of San Marcos. The City of San Marcos does not maintain editorial control of external web sites and accepts no liability for content found on linked sites. Creating a link to the City

of San Marcos web site does not constitute an agreement for a reciprocal link to be placed on the City of San Marcos web site.

2.7.1 Links to external web sites will be allowed if they are relevant to the mission, goals and services offered by the City. The City reserves the right to disallow the use of any link and/or category at any time for any reason. Consideration will be given to the stability and trustworthiness of the site and the link's ability to fit within the City's Web mission.

2.7.2 Categories approved but not limited to include:
Governmental Agencies (example: .gov)
Educational Institutions (example: .edu)
Local Business or Manufacturing Directories
Local Tourism Sites
Chambers of Commerce
City Hotels, Motels and Inns
News Media in the San Marcos Service Area
Contract Service Providers
Non-Profits
Library Related (informational, news, commercial sales-book & music, commercial sales-video recreational, or library collection related).

2.7.3 Disapproved Categories
Political Endorsements
Political Campaign Information
Promotion of illegal materials or information
Any site not allowed on children's computers at the library

2.7.3 Non-Endorsement of External Links: The links on this website may lead to sites not maintained by the City of San Marcos. The presence of these links should not be construed as endorsement of these sites or their content by the City of San Marcos. The City of San Marcos is not responsible for the content of any linked website.

2.7.5 Linking to City web site: The City of San Marcos grants permission for web sites to link to the home page of the City of San Marcos web site or to any page within. The City's Web Team should scan links weekly for broken links and misspellings. A request for a reciprocal link may be submitted to the Communications Department or authorized Web Team member for consideration.

2.7.6 Removing Links: Links will be removed under these circumstances: the link no longer points to the original information or resource that was intended; the information is inaccurate or not trustworthy; access to the information has become difficult due to odd formatting, lengthy download times, or intrusive advertising; if the link becomes inactive or

remains unavailable for an extended period of time, or the link is no longer appropriate or necessary.

- 2.8 No City employee or City official may use the City's web site for campaign-related purposes. Such campaign-related purposes include, but are not limited to, the following: statements in support or opposition to any candidate or ballot measure; requests for campaign funds or references to any solicitations of campaign funds; and references to the campaign schedule or campaign activities of any candidate. The City web site may include information about City elections, including a list of candidates and contact information, ballot language, and polling places.
- 2.9 Web blogs, chat rooms, wikis and other interactive uses may be developed with the approval of the Department Director, Information Technology Director and Communications Director. Bulletins, chats or comments that contain any of the following shall not be allowed for posting or shall be removed by the City if posted.
 - 2.9.1 Profane language or content
 - 2.9.2 Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
 - 2.9.3 Sexual content or links to sexual content
 - 2.9.4 Threats of violence
 - 2.9.5 Solicitations of commerce
 - 2.9.6 Conduct or encouragement of illegal activity
 - 2.9.7 Information that may tend to compromise the safety or security of the public or public systems
 - 2.9.8 Content that violates proprietary information of any other party
- 2.10 The Texas Public Information Act applies to information processed, sent and stored on the Internet. Confidential information shall not be posted on the City's web site.
- 2.11 Accessibility: The City of San Marcos web site will comply with federal requirements in the Americans with Disabilities Act Titles II and III requiring entities to provide effective communications under the standards provided by Section 508 of the Federal Register. (See Appendix 1 of this Policy)

3.1 Legal Notices

The following web site legal disclaimer shall be posted on the City of San Marcos web site:

Web Site Legal Disclaimer

1. The City of San Marcos maintains this website for the convenience of the public. The City of San Marcos does not warrant or make representations as

to the quality, content, accuracy, timeliness or completeness of the information (whether text or graphics, or links to other sites). Information on this website is subject to change without notice as a result of updates, corrections or reconstruction of the site.

2. Under the Texas Public Information Law, communications received by the City of San Marcos become City records and may be subject to disclosure to the public under the provisions of that statute.
 3. The City of San Marcos prohibits commercial use of the information on this website without the written permission of the City of San Marcos. All service marks and trademarks contained or referenced in this website are the property of their respective owners, and permission must be obtained prior to use.
 4. Use of e-mail or other electronic communication does not constitute legal notice to the City of San Marcos regarding a claim against the city or any of its agencies, officers, employees, agents, or representatives, where notice to the City is required by any federal, state or local laws or regulations. The San Marcos City Charter requires that notice of any claim must be filed in writing with the City Clerk of the City of San Marcos, 630 E. Hopkins Street, San Marcos, Texas 78666.
- 4.1 City staff who contribute, edit or approve content for the City of San Marcos web site will also comply with the Employee Handbook, Web Management Procedures, Section 508 Standards for Web Based Technologies (ADA accessibility) the Internet Use Policy, and Social Media Policies.

I have read, understand, and agree to comply with the City of San Marcos Web Site Management policies.

Directors
Information Technology Staff
Web Team Members

Signature _____

Printed Name _____

Date _____

(Please return to Human Resources to be placed in your personnel file. Keep a copy for your records)

Appendices:

Appendix 1: Web Posting Procedures

Appendix 2: Section 508 Standards for Web Based Technologies

Appendix 3: Internet Use Policy

Appendix 4: Social Media Policy