

Policy Name

Brazeau County Website Standards Policy



Policy Number

ADM-14

Policy Statement

The quality of information presented on the County's web pages plays an important role in shaping the image of Brazeau County. This Policy sets the County's standard for:

- establishing acceptable use of web pages,
- enhancing the County's mission by clarifying responsibilities of web content authors, and
- requiring accurate, useful and attractive presentations of information on those web pages.

Brazeau County website design, development and maintenance is to be administered by the Department of Community Services, with direction from the Manager of Economic Development & Communications

Policy

To ensure the County website is communicating information in a timely and effective manner. All matters concerning design, development and maintenance will be administrated by the Department of Community Services with direction from the Manager of Economic Development & Communications.

Departments are encouraged to publish information on the County's website, provided such information supports the mission of the County and is in compliance with these guidelines.

Official website content consists of all web pages representing the County at an organizational level. This includes:

- top-level webpages maintained by the Communications Division of the Community Services Department; and
- Web pages communicating information for individual departments.

Chief Administrative Officer: _____

Approved by Council: 2015/07/21

Revision Dates: (Y/M/D) 2015/07/08

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a) Design & Development

From time to time, the website will require major updates to the design, development or structure. The communications division will be responsible for the following:

- a) Making recommendations on website design based on communication goals defined on a regular basis;
- b) Identifying a list of website design and development (creative design companies) to utilize for future website development;
- c) Developing and issuing any Request for Proposal (RFP) for website design and development, in consultation with the Manager of Information Technology; and
- d) Coordinating any internal and external resources required for future website development.

b) Content Management

The Communications Division is responsible for the content management of the website and its related pages under the following parameters:

- a) The County website will only provide current and relevant information to the public.
- b) Department Directors are responsible for ensuring the accuracy and timeliness of web page content for their respective departments. Each section is to be reviewed on a timeline set forth by the Communications Division defaulting to a minimum every three months and a maximum of one year.
- c) The website and related content is not to act as a document retention/management storage space for departmental documentation. Documents submitted to the website will not be kept more than two years, or the operating life of a document. Each department is responsible for maintaining and adhering to legislated or County retention guidelines.
- d) Council content on the website will only reflect that of the current council term.
- e) If content on the website is deemed "out of date" by the Communications Division, a notice of removal will be given and the respective Director or delegate will be responsible for providing updated content.

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- f) An archive library will be available through the website to give users access to historical files, in electronic format, for the following items: Council Minutes and Agendas; Bylaws; Financial Statements and; County Policies.

d) Web Pages

Each official County web page must:

- a) clearly identify itself as County material in an approved template;
- b) clearly identify the name of the department;
- c) link back to the County's home page,
- d) be accessible to all, especially including the visually challenged accessing the web through non-traditional means;
- e) contain a current e-mail address of the author, owner or sponsor of the information in the page;
- f) contain a publication or efficacy date for any time-sensitive information or data, and be updated so the information or data remains current;
- g) meet standards established in any County visual standards or marketing guides; and
- h) be approved by the Manager of Economic Development and Communications and the respective Directors prior to posting to the Web. Small changes such as phone number updates need not be reviewed

e) Standards for Department Section Page Design

- a) The main page for any County Department Section must conform to a current Brazeau County template. The Communications Division will determine the appropriate template.
- b) Derivative works based on the County template and/or the graphics used therein are prohibited unless approved by the Communications Division. These graphics are made available for use within the approved template only, and may not be altered and/or used outside the approved templates.

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f) Standards for Links

- a) The County’s website should *not* provide links to private businesses (“dot-com’s”), unless all such businesses are provided equal access; unless a formal business partnership has been approved; and/or unless the reason for the link is primarily educational in nature. Please note this policy does not apply to links to non-commercial or non-profit organizations (“dot-orgs”).
- b) Links to commercial and non-profit sites are permitted on an educational basis; however, the links themselves must not be misconstrued as advertisements (logos and trademarks are prohibited, even if permission is granted for their use by the organization, and even if the images are not links). They must not be done in such a way as to give the appearance of the approval, support, or endorsement of the County. A disclaimer disavowing endorsement may be appropriate. Disclaimers are not necessary for any commercial links that have approved business partnerships with the County. For clarifications, please contact the Corporate Communications Coordinator.

g) Business Directory

The Brazeau County site provides a business directory; the following are a list of criteria required to be published on the directory

- a. Must operate in Brazeau County
- b. Must be a non-profit, business, organization, association, etc.
- c. Others may be published at the discretion of the Manager of Economic Development & Communications.

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