

## **City of Edina Website Links Policy**

The purpose of the City of Edina's website is to provide information about the City's government, services and attractions. The City's website may provide links to other external websites that complement, enhance or add to this information. The City is not responsible for, nor does it endorse, the content of any linked website. The City may, at its discretion, establish a maximum number of links from its website.

To qualify for inclusion on the City's website, a linked website must complement, supplement, enhance or add to the information and or City services provided on the City of Edina's website. Further, it must present content that can be categorized as "community" information.

In **general**, this would include:

- Governmental and educational institutions such as Edina Public Schools.
- Generally recognized community organizations such as the First John Philip Memorial Band.
- Organizations providing information about art, cultural and recreational activities in the City such as those created by athletic associations.
- Organizations providing information about tourist attractions in the City such as the Edina Chamber of Commerce.

The City will **not** provide links to websites for:

- Businesses, unless said business is run by City or otherwise fits the criteria noted above
- Churches, synagogues, mosques or other religious or spiritual facilities or entities
- Candidates for local, state, or federal offices
- Political organizations or other organizations whose primary mission is advocating a position on or conducting discussions of local, state or federal political issues
- Corporate or other for-profit organizations unless they fit the criteria noted above
- Individual or personal home pages and/or websites
- Pornographic or offensive materials

The City will **not** provide links to external websites from its home page.

## **Application process**

Beginning Oct. 1, 2002, a formal request must be completed for a link to be included on the City of Edina's website. That request will be reviewed by the Administration Department, which will make the final determination as to whether or not the proposed link fits the criteria to be included on the site.

To request a link be included on the City of Edina's website, a representative from the website's organization must complete the following application process.

1. Apply in person at City Hall or call 952-832-6063 to receive an application in the mail.
2. The application is forwarded to the Administration Department, which reviews and makes a recommendation regarding the appropriateness of the link.
3. If a link is approved, the City's webmaster will post it on the City's website on a page determined by staff to be most appropriate.
4. The City's Communications Director will contact the applicant once the link is posted or if the application is denied.

The City reserves the right to remove any link previously approved at its sole discretion. Websites with links from the City's site will be reviewed a minimum of one time per year to ensure compliance with this policy. Links to websites that violate this policy will be immediately removed without notice.

ADOPTED BY THE EDINA CITY COUNCIL SEPTEMBER 3, 2002.

## **Application for Website Link**

Name, address, and telephone number of individual applying:

Relationship of applicant to organization/website:

Organization/website name:

Link: <http://>

Why are you requesting the link?

On what page of the Edina website would you like the proposed link appear? (City staff will make the final decision on link placement.) Be specific:

## Application for Website Link

Please answer the following questions as completely as possible.

1. What is the nature of the organization/website, its purpose and general content?
2. How does the organization/website complement, enhance or add to the information already provided by the City of Edina's website?
3. Is the organization/website a not-for-profit, incorporated in the State of Minnesota?

Provide the 501c3 or taxpayer identification number, if applicable:

4. Is the organization/website a church, synagogue, mosque or other religions or spiritual facility or organization?
5. Does the website advocate positions concerning pending legislation or political action on the local, state or federal level?
6. Is the website an individual or personal "home" page?

*THE MINNESOTA DATA PRACTICES ACT requires the City to inform you that some of the information you are submitting is public data. Public data is made available to anyone who requests it. Your address and telephone number will be considered public data unless you provide an alternate address and telephone number.*