



To: Mayor and City Council

Agenda Item #: IV.E.

From: Communications & Technology Services Director Jennifer Bennerotte

Action

Discussion

Date: Sept. 19, 2014

Information

Subject: Website Links Policy

Action Requested:

Approve the City's amended Website Links Policy

Information / Background:

This year, the Communications & Technology Services Department is reviewing and updating policies related to its work. The Website Links Policy, first adopted by the City Council in 2002, was updated primarily to reflect the City's current organizational structure and incorporate references to social media.

City of Edina Website Links Policy

The purpose of the City of Edina's websites and social media pages is to provide information about the City's government, services and attractions. The City's websites and social media pages 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.

To qualify for inclusion on the City's websites or one of its social media pages, a linked website must complement, supplement, enhance or add to the information and/or City services provided on the City of Edina's websites or social media pages. 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 and Edina Chamber of Commerce.
- City-recognized neighborhood associations.
- 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 Explore Edina.

The City will not provide links to websites for:

- Businesses, unless said business is run by City, operates out of a City facility such as the Hornets Nest at Braemar Arena 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.
- Individual or personal home pages and/or websites.
- Pornographic or other material that violates an established City policy.

In most cases, the City will not provide links to external websites from its home page.

The City of Edina will not sell ads on its websites. However, on web pages describing advertising opportunities available through the City, such as newsletter ads or dashboards, the City may link to the sites of recent advertisers.

Application Process

Beginning Oct. 1, 2002, a formal request from outside organizations must be completed for a link to be included on the City of Edina's website. That request will be reviewed by the Communications & Technology Services Department, which will make recommendations to the City Manager as to whether or not the proposed link fits the criteria to be included on the site. The City Manager will make the final determination on all external links.

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 952-826-0359 to receive an application in the mail or via email.
2. The application is forwarded to the Communications & Technology Services Department, which reviews and makes a recommendation to the City Manager regarding the appropriateness of the link.
3. If a link is approved by the City Manager, the City's Communications staff will post it on the City's website on a page determined by staff to be most appropriate.
4. The City's Communications staff 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 regularly 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.

AMENDED SEPTEMBER 2014.



City of Edina Website Links Policy

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

In general, this would include:

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- Governmental and educational institutions such as Edina Public Schools.
- Generally recognized community organizations such as the First John Philip Memorial Band and Edina Chamber of Commerce.
- City-recognized neighborhood associations.
- 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~~ Explore Edina.

The City will not provide links to websites for:

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- Businesses, unless said business is run by City, operates out of a City facility such as the Hornets Nest at Braemar Arena 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~~ other material that violates an established City policy.

In most cases, ~~t~~The City will not provide links to external websites from its home page.

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Application Pprocess

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Beginning Oct. 1, 2002, a formal request from outside organizations must be completed for a link to be included on the City of Edina's website. That request will be reviewed by the Administration-Communications & Technology Services Department, which will make the final determination recommendations to the City Manager as to whether or not the proposed link fits the criteria to be included on the site. The City Manager will make the final determination on all external links.

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-~~826-0359832-6063~~ to receive an application in the mail or via email.
2. The application is forwarded to the Administration-Communications & Technology Services Department, which reviews and makes a recommendation to the City Manager regarding the appropriateness of the link.
3. If a link is approved by the City Manager, the City's webmaster-Communications staff will post it on the City's website on a page determined by staff to be most appropriate.
4. The City's Communications Director-staff 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 regularly 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.

AMENDED SEPTEMBER 2014.