



## ADMINISTRATIVE DIRECTIVE

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	EFFECTIVE DATE <b>October 1, 2015</b>	

### I. PURPOSE

To state the policies regarding the administration, design, content and functionality of all City of Tucson (City) web sites, web pages and Internet properties operated by the City. This includes internal facing Websites (Intranet) as well as public facing Websites (Internet).

### II. DEFINITIONS

- A. **City Manager, Chief Information Officer (CIO), and Department Director** - Those persons and any designee(s) of those persons.
- B. **City Website** - The collection of all Internet properties and web pages created, operated, hosted and maintained by or for the City. The City Website definition for purposes of this administrative directive also includes all City created content externally hosted for a City department or agency.
- C. **Content** - Any material included on the City Website, including information, links and forms.
- D. **External Content** - Content or link to a website that is provided by an entity other than the City.
- E. **Link** - A link from a web page to another location or file, typically activated by clicking on a highlighted word, phrase or image on the screen.
- F. **Public Record** - A record open to public inspection as provided by law.
- G. **Web Application** - Any computer program that is accessible over the Internet through a browser.
- I. **Protected Data** - Includes, but is not limited to, information which is protected by law (such as health information - HIPPA), financial information (such as bank accounts and credit cards) and information used to establish identity (such as social security numbers). Protected data is not a public record.

### III. POLICY

The City Website is designed to provide constituents with browser based access to government departments, services and programs, and to public information. To achieve this, the following regulations apply. These regulations are not intended, and shall not be construed, to prohibit content that is required or authorized by law.



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- A. Ownership** - The City owns and controls the City Website and web pages. The City may, at its discretion, include web pages for any fully city-funded organization, board, committee or commission. The City retains copyright protection for all text, logos and graphical images. Use is prohibited without the City's written permission.
- B. Domain Names** - All City Internet properties shall be hosted under the City's overarching domain name.
- C. Access** - The City allows the public free and open access to the City Website and all publicly available information contained therein.
1. The City Website shall be designed to be usable by people with disabilities. The CIO shall ensure compliance with Federal and State regulations related to the Americans with Disabilities Act (ADA).
  2. The City Website shall be compliant with current Access Policy for Limited English Proficiency.
- D. Public Forum** - The City Website generally is not, and shall not be used as, a public forum. However, the City may, at its sole discretion, chose to establish a limited public forum on the website for the purpose of gathering citizen input on specific issues. In such cases, the City will declare the purpose and timeframe of the limited public forum, and establish the guidelines under which the limited public forum will be conducted.
- E. Content** - The City will include on its website content (including links to external content) that meets the purpose of the website: to be a central resource for access to City government information and services. The website may contain information that is available elsewhere or in other formats, or may provide complementary or alternative access to information or services; the website does not represent itself as the sole and complete source for access to information or services.

The City, at its sole discretion, will determine whether content meets the purpose of the website. Generally, content does not meet the purpose of the City Website if it contains, suggests or infers any of the items listed below. This is a nonexclusive list.

- Information attempting to influence the outcome of a public office election, referendum, initiative, or recall.
- Disparagement or promotion of any person or class of persons.
- External content not suitable for readers or viewers of all ages.
- Links to, or other promotion of, businesses whose products or services are not suitable for readers or viewers of all ages.
- Promotion or incitement of illegal, violent, or socially undesirable conduct.
- Promotion or availability of alcohol or tobacco products.



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- Promotion or availability of illegal drugs.
- Promotion or availability of illegal gambling.
- Promotion or availability of adult or sexually oriented entertainment or materials.
- Promotion, opposition, or availability of weapons.
- Claims of efficacy, suitability, desirability or other non-objective statements about businesses, products, or services.
- Content that infringes on any trademark, copyright, or patent rights of another.
- Claims or representations in violation of advertising or consumer protection laws.
- Promoting, advertising or facilitating “for profit” activities or organizations that are not supported by, or in partnership with the City.

- F. **External Links** - The City may, at its sole discretion, link to websites outside the City’s control that the City determines furthers the purpose of the City Website. As such, the City may link to any government website. The City may also provide links to non-government sites that are partners of the City or that provide unique, non-commercial community information not available on an official government website.

The City shall, at its sole discretion, decide if a link furthers the purpose of the City Website. Links or references to other information or organizations do not constitute an endorsement by the City. The City is not responsible for the nature or accuracy of the content services on these websites including linked websites.

Generally, a link does not meet the purpose of the City Website if it contains, suggests or infers any of the items listed in Section III. E. above. This is a nonexclusive list. A link also does not meet the purpose of the City Website if the referenced site's technical quality makes the site difficult to access or use by anyone, including persons with disabilities.

- G. **Social Media** – The City may provide links to Social Media websites as additional means for citizens to receive information. The City is not responsible for the nature or accuracy of content or services on these social media websites.

The City reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or offensive comments that target or disparage any ethnic, racial or religious group. In addition, the City also reserves the right to delete comments that:

- Are clearly off topic, and/or disruptive
- Advocate illegal activity
- Infringe on copyrights or trademarks
- Contain spam, advertising or include links to other sites
- Contain private personal information about an individual without consent



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- Promote particular services, products or political organizations

Comments to our posts on social media sites do not reflect the opinions and position of the City or its officers and employees. The City is not responsible or liable for comments or feedback posted by any subscriber to our social media tools.

Use of social media websites may increase exposure to viruses. It is the responsibility of site users to protect their personal information by customizing the privacy settings of each social networking site they join.

- H. **Exceptions** - Because the missions of City departments vary, it will be necessary to grant exceptions to some of these policies. Any exceptions will be granted by the CIO in consultation with the City Manager.

### IV. **GENERAL**

- A. **Publishing Content** - The CIO shall develop procedures for publishing content to all City web pages. Department directors are responsible for publishing and maintaining content on their department's web page.
- B. **Presentation** - The CIO shall direct development of presentation standards for all City Websites to ensure quality and adherence to City style standards, ADA accessibility, privacy and security policies.
- C. **Branding** - The City Manager is responsible for overall messaging and branding of the City Websites.
- D. **Quality Assurance** - The CIO shall direct development of quality assurance procedures for all City Websites to be implemented. These procedures shall include reviews for adherence to technical standards, presentation standards, and City ADA accessibility, privacy and security policies.
- E. **Compliance** - Department directors are responsible for ensuring that the content on their department's web pages complies with the above policies. The CIO shall establish procedures to monitor the implementation and continuing oversight of this policy including running security scans and traffic monitoring against all City web servers.
- F. **Security** - The CIO will designate the appropriate security policies, data safeguards and access controls needed to protect citizens' information, all protected data and the overall function of the City's network and computing systems.
- G. **Removal of Content** - The City reserves the right, at its sole discretion, to withdraw external content that otherwise meets its guidelines. The City may do so if it becomes



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aware of, receives claims or allegations, or has reason to inquire whether the content refers or links the viewer to content that is in violation of any of the above listed guidelines. Removal of content on these bases will be permitted whether or not the City is legally obligated to act upon any information of which it is aware. In addition, outdated content, or any content which has no direct links to or from current web pages, is also subject to removal.

- H. **Prohibited and Unsecured Content** - Any City employee who (1) intentionally places any prohibited content or link on the City Website or any City web page, or (2) modifies the City Website (including server settings) or any City web page in a way the reduces website security, is subject to disciplinary action.
- I. **Prioritization** - The CIO will be responsible for the allocation and priorities of internal resources for the City Website. The CIO may present the option of using external resources for web development, with the expense to be borne by the requesting department.
- J. **Defacing of Website** - If any other individual intentionally places any prohibited content or link on the City Website or any City web page, the City reserves all rights and remedies against that individual and against any employer or other party responsible for the actions of that individual.

Appendix                      None

References                    None

Review Responsibility and Frequency      The Chief Information Officer will review this directive annually, based on date of publication, or as needed. Last review date: 12/31/09.

Authorized

  
\_\_\_\_\_  
City Manager

10/15/15  
\_\_\_\_\_  
Date