

INNOVATION AND TECHNOLOGY**2.1.5****E. WEB GOVERNANCE & COMMUNICATIONS POLICY****PURPOSE**

The purpose of the City website is to provide information of the City's choosing to the public in order to conduct the City's business and promote the City's goals as guided by the City Council. The City's websites and the selection of sites to which any of them may be linked is not intended to serve as a forum for free discussion. Instead, the City's website is intended to serve the City's need to make useful and practical information available to residents, businesses, and visitors which facilitates provision of a City service or furthers another specifically articulated purpose of the City.

The Policy outlines the management and governance of the City of Redlands website, cityofredlands.org, and its multiple subsites. This policy promotes clear Citywide standards and rules informed by authoritative best practices; provides a framework for establishing clear content management responsibilities; and supports the efficiency and effectiveness of the City's online community. The outcome of this policy will ensure that web users can find and use the information they need quickly, easily, and intuitively, and that staff responsible for maintaining websites will keep them accurate, current, and useful.

POLICY

The City website is a non-public forum. While the City encourages the public to use the City website to access information and resources, the City expressly reserves the right to impose certain restrictions on the use of its website. The City website is reserved for 1) the exclusive control of the City for the purposes of one-way communication to users of the City website and 2) for purposes of communicating data and information to City staff efficiently. The City website shall not be used to facilitate a general debate, public discourse or the free exchange of ideas.

The information posted on the City website includes hypertext External Links to information created and maintained by other public and/or private organizations. The City provides these links solely for the User's information and convenience.

- a. When the User selects an External Link to an External Website, the User leaves the City website and is subject to the privacy and security policies of the owners/sponsors of the External Website.
- b. The City does not control or guarantee the accuracy, relevance, timeliness or completeness of information contained on an External Website accessed through the City website by External Website.
- c. The City does not endorse or recommend any third party website, product, service, view or opinion, unless otherwise noted.
- d. The City does not authorize the use of copyrighted materials contained on External Websites.
- e. The City is not responsible for transmissions from External Websites.

For the complete policy, please refer to City Council Resolution No. 7211, Exhibit "A" City of Redlands Website Policy. [J:\DoIT Forms](#)

INNOVATION AND TECHNOLOGY**2.1.5****PROCEDURE****Maintain a Unified Website**

It is the policy of the City of Redlands to maintain a single, unified website consisting of:

- 1) a single URL and domain name (cityofredlands.org)
- 2) a standard web template
- 3) a consolidated server environment.

The City uses the domain of cityofredlands.org for external-facing purposes. All City departments, divisions, programs, services, or other operating units of the City should use the official City domain: cityofredlands.org. All subsites that serve City programs should be entered through cityofredlands.org with no other visible URL unless exempted as noted below.

In recognition of the diverse offerings and people's informational needs, this policy provides a mechanism to allow limited exceptions under special circumstances to the use of the City of Redlands primary domain name. Exceptions require approval from the Public Information Officer. The City Manager's Office & PIO retains complete discretion.

- 1) In the event an exemption is granted and an external domain name is used as a primary means of accessing the website (i.e., Redlands2035.org for the General Plan Update), the applicable department shall allow DoIT staff to register or keep track of the registration of the domain name. Failure to notify DoIT staff could result in the permanent loss of access to the domain name or an inflated cost to repurchase the domain name after it is resold.
- 2) Multiple domain names can be used (edugators.org, redlandscustomerservice.org, redlandscemetery.org, etc.) as a link for customers, although they will link back to a cityofredlands.org page.
- 3) All domains in use for City purposes are to be registered with BlueHost.com as a means to maintain a unified listing and to efficiently manage renewals on a timely basis.

Website Roles and Permissions

Permissions for the Web Content Management system (Web CMS) are determined by user groups, which are generally the same for all editors assigned to specific areas (e.g., all users in the DoIT Publishers user group have the same privileges).

Web Content Managers for each department are responsible for determining their own internal workflow. Depending on the size and complexity of the department's webpages, the department web content management structure may include:

- Department Web Content Manager, and/or Department Webmaster who oversees department navigation, content, and Web CMS users.
- Website Publisher who can make edits and publish live to the site
- Website Author who can write and edit web content but must get approval before content is live on the site.
- In some departments, one or more staff members may serve multiple roles.

Content and Style

INNOVATION AND TECHNOLOGY

2.1.5

Use plain language on the website whenever possible. According to the Federal Government's Plain Language website, <http://www.plainlanguage.gov/>, it is "communication your audience can understand the first time they read or hear it." Web visitors are task-oriented; they skim and scan to get their informational needs met. Subheadings and bulleted and numbered lists enable efficient scanning by the reader.

Visual Content

Professional-quality photography and video help make the City's website attractive and useful and contribute to a positive image of the City of Redlands.

To address accessibility compliance (see 'Accessibility' below), Web Editors must include "Alt Text" so that those who are visually impaired and using text browsers can know what the picture or illustration looks like. The World Wide Web Consortium Accessibility Guidelines suggest that you imagine reading the picture/illustration aloud over the telephone. What would you say about the image to make your listeners understand it? Shorter is better: A good rule of thumb is to keep it between 5 and 15 words.

To protect the City against copyright infringement, all users of the City's Content Management System (CMS) are advised of the following procedures:

- 1) Assume that online content is protected by Copyright
- 2) Use only City of Redlands-owned photos when publishing images to the website. A collection of such images is available here for ease of use: [J:\shutterstock](#) and [J:\Web Development\Photos](#)
- 3) Abide by any and all copyright license requirements (where they exist) for owner/author attribution when publishing images. This may be the case in certain images from Shutterstock. If you are uncertain about such requirements, please email the Help Desk (helpdesk@cityofredlands.org).
- 4) If you require an image other than those in the existing City-owned collection available on the hyperlinks above, please contact Help Desk and DoIT staff will assist you in finding images suitable for use.

Accessibility

All Web Editors should be familiar with and follow ADA Accessibility Compliance guidelines. The Citywide Web Content Manager will run all site pages through a W3C compliant validation product annually to ensure Section 508C compliance for the disabled. Federal guidelines can be found here: <http://www.section508.gov/>.

Social Media and New Technologies

Contact the City Manager's Office / Public Information Officer for approvals prior to setting up Facebook pages, Twitter accounts, and other social media accounts. For additional information on guidelines and acceptable use, please refer to the City Council Resolution No. 7172, Exhibit "A" Social Media Policy. [J:\DoIT Forms](#)