

PITT MEADOWS POLICY MANUAL	POLICY NO. C07
SUBJECT: Municipal Website – Links from, Advertising on, Groups in Community Directory, Councilor Information	Approved by Council: Adopted: January 28th, 2003

PURPOSE:

To provide guidelines to staff regarding:

- linking to external websites through the District’s website;
- including groups in the Community Directory on the District’s website;
- the inclusion of advertisements on the District’s website; and
- information on Mayor & Council page

POLICY:

A. Linking to External Websites through the District’s Website

The District will not post a link to an outside site simply because it is requested.

The District will provide links to external sites provided that: 1) the content enhances the services or information provided by the District on the website, 2) linkage is deemed appropriate by the Owner Department, and 3) the link meets the following criteria:

- Any government (Municipal, Provincial or Federal) agency or service;
- Subject-focused web sites of regional interest (i.e. Lower Mainland Treaty Advisory Committee etc.);
- Any District partner organizations (i.e. Library, Chamber of Commerce, etc.);
- Any registered Community / Rate Payers Association or Council Committee;
- External sites do not contain any material that expresses an opinion regarding candidates of a local government election, between the first day of the nomination period until following the respective election; and
- External sites do not contain offensive material (i.e. racism, pornography, obscenities, etc.).

The District

- is not responsible for the content, accuracy or maintenance of external web sites, and will not review the content of linked sites unless a complaint is received thereon;
- will provide links to commercial sites only if deemed appropriate by the Owner Department as having relevant content information to users of the District site; and
- the District reserves the right to terminate any link at any time; subject to firstly attempting to contact the owner of the web site and resolve any concerns.

The responsibility for ensuring links are current and are consistent with this policy will rest with the Owner Departments.

Definitions

Owner department

A department is deemed to be the "Owner Department" for sections on the website that contain information about the department and/or its services. Corporate Services is deemed to be the Owner Department for all non-specific departmental information.

Community or Rate Payers Association

Is a registered not-for-profit society in good standing with the registrar who's membership is open to all citizens of Pitt Meadows.

B. Including Groups in the Community Directory on the District's Website

The District will not include an organization or group in the Community Directory simply because it is requested.

The District will include an organization or group in the Community Directory provided that the organization/group:

- provides services and/or information that would be of interest and benefit to the community; and
- it is either a registered, non-profit association or is included in the Parks & Recreation Community Directory; and
- it does not represent interests in offensive subject matter (i.e. racism, pornography, obscenities, etc.)

C. Advertisements on the District's Website

No third party advertisements, paid or unpaid, are to be placed on the District website.

D. Information on Councilor's maintained on District's Website

The District's website is recognized as a tool for Council to communicate with the public on various issues. However, it is important that the District website communicates the views and decisions of Council as a whole vs. those of individual members. The later is especially important during an election period.

The District website will include a section on each Councilor that may include the following information:

- picture;
- short introduction and bio thereon;
- name of Council Committee's on which Councilor sits;
- contact information;
- e-mail link to; and
- reports by a Councilor submitted in written form and received at a Meeting of Council, if requested by the Councilor;

with all such information approved by the respective Councilor.