



COUNTY OF EL DORADO, CALIFORNIA

BOARD OF SUPERVISORS POLICY

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| Subject: County Website Policy | Policy Number: A-22 | Page Number: 1 of 6 |
| | Originally Adopted: 12/09/2008 | Last Revised Date: XX/XX/XXXX 06/25/2024 |

I. PURPOSE

The purpose of this policy is to:

- A. Provide guidance for the branding, Americans with Disabilities Act (ADA) Compliance, and content of websites published and maintained by the County.
- B. Provide policy prohibiting non-official activity and content on websites published and maintained by the County.
- C. Provide policy regarding management and administration of the County's main website and domain name.
- D. Provide policy and guidance regarding the use of special purpose websites specific to projects or program.
- E. Provide guidance regarding the use of external links on websites published and maintained by the County.
- E.F. Provide guidance to County departments that maintain special-purpose websites.

II. POLICY

- A. County Published and Maintained Website Content and Branding, and ADA Compliance
 - 1. El Dorado County shall have an external website capable of providing relevant public information from all County departments. ~~It will be developed and maintained by the Information Technologies Department (IT), with concurrence of the Chief Administrative Office (CAO). It will be Cloud hosted and maintained by County approved staff.~~
 - 2. ~~The website will have a posted include Access to and use of the County website will be subject a posted Privacy Policy, Accessibility Policy, and applicable Disclaimer statements.~~
 - 3. The County website will be an extension of the County's brand and will have a professional and consistent appearance.
~~The website must be maintained with relevant information for the public.~~
 - 4. ~~The website content must meet the guidelines under the comply with ADA requirements. Americans with Disabilities Act of 1990 (ADA).~~



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5. The County website content will be maintained and monitored by County department approved staff for broken links and other content errors which shall be corrected in a timely manner, to ensure a user-friendly experience for the public.

~~1.~~

B. Prohibition of ~~Non-Official or Personal~~ Content

1. All websites published and maintained by the County shall contain only official ~~use~~ County information for the benefit of the public.

2. The following content is prohibited from being published to the County Website

a. ~~No p~~Personal or private content ~~shall be published on any County website.~~

b. No cContent deemed ~~i~~inappropriate content, such as obscene material, hate speech, and religious material, ~~or patently false or misleading information, shall be published on any County website.~~

~~b.~~

c. No cContent advocating any political campaign ~~position shall be published on any County website, including information advocating positions on election candidates or on issues such as ballot measures.~~

d. No cCopyrighted information or images from other sources without permission to reuse the materials.

e. Content that can be classified as confidential, private, or proprietary under applicable laws.

e.f. Content that may compromise the safety or security of County systems.

~~2. All content on websites published or maintained by the County shall be reviewed and authorized by the County's Communications Director prior to publishing.~~

C. Website domain name

1. As of the date of this policy, the website domain name for the County's main website is edcgov.us and eldoradocounty.ca.gov. ~~All content will be posted on department specific pages under this domain name.~~



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D. Program or Project ~~Special Purpose~~-Website Domain Names

1. ~~Temporary program or project specific~~ domain names shall be granted by the Director of Information Technologies (IT), with concurrence from the Chief Administrative Office (CAO), utilizing the following criteria:
 - a. The URL and accompanying website are affiliated with County government services ~~in some way (such as economic development) the URL and website are part of a joint-agency or cross-jurisdiction program in which the County is a participant or sponsor.~~
 - b. The site provides ~~or markets information about~~ services or promotes a project to a specific customer base.
 - c. The site does not conflict with existing County marketing, communication or branding efforts.

E. External Links

External links may be published on County websites when doing so furthers the mission and goals of the County government and its departments ~~and agencies~~. Links may be made to the following types of external websites, provided the websites have a registered web address (URL) and are appropriate for all ages:

1. Local non-profit community service organizations or organizations that provide information which is relevant to the functions and services provided by the County.
2. Official federal, state, and local or regional government websites
3. Links may not be made to the following external websites:
 - a. Websites that contain or promote illegal material or activities, such as hate speech or obscene content.
 - b. Websites for religious or political organizations
 - ~~b-c. Websites that advocate for political campaigns, or candidates, or sites that advocate positions on issues including but not limited to legislation or ballot measures.~~
 - ~~c. Personal Non-work related websites, social media pages, or homepages.~~



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4. Departments ~~and agencies should use~~shall exercise caution in linking to sites that contain public comment sections and/or blogs, as these sites may not be appropriately moderated by the host, and participation criteria may not be posted on the site.
5. In general, the ~~El Dorado~~ County website ~~does~~will not link to commercial websites, with the following exceptions:
 - a. Utility companies serving El Dorado County residents
 - b. Airports and public transportation systems in El Dorado County
- ~~6. The Director of IT, with concurrence of the Chief Administrative Office shall determine whether external links conform to this policy and shall have the authority to remove links that do not meet the County's external link criteria.~~



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III. PROCEDURE

A. Access Website Content in Granicus

1. Departments may request staff to be content editors with the ability to edit, add, or remove content from their departmental sections of the main County website with department head approval.
2. The IT Department will shall provide training as needed for designated staff in the editing and administration of departmental content. All content updates to the main public website shall be reviewed by the Communications Director prior to publishing.

B. Content Editors

1. Content editors must shall follow Granicus ADA compliance checks and correct errors prior to publishing pages.
2. Content editors must shall follow ADA compliance rules prior to posting other media types to the County websites.
3. Content editors must shall review content for outdated information, correct broken links, and correct other issues found within their department pages.
4. IT will shall provide departments with the required tools and trainings to comply with content requirements.

C. Privacy Policy, Accessibility Policy, and Disclaimer statements

- ~~County Counsel, with input from the Director of IT, shall be the decision authority regarding website posted policies and disclaimers.~~
1. Departments should ensure any data collection on forms or applications on department webpages are consistent with County posted policies and disclaimer statements.
- ~~Departments collecting public data in forms or applications should review the privacy policy with County Counsel.~~

B.D. Departments or programs may request specific domain names for special-purpose websites with the following procedure:



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1. Provide a written request approved by the Department Head to the Director of IT/CAO including details about the purpose of the website, reference to any joint or partner entities, a requested domain name, and a plan for website development and maintenance.
2. Upon approval of the Director of IT/CAO, the IT Department will obtain registration rights to the domain name (if available) for names outside the edc.gov.usCounty domain.
- 2-3. All domain name registrations for special purpose websites shall be renewed and maintained by the IT Department, unless otherwise prescribed by the CAO.

C.E. The CAO, ~~with input from the Director of IT and Communications Director,~~ shall be the decision authority regarding appropriateness of website content or external links ~~and website posted policies and disclaimer statements.~~

IV. REFERENCES

~~N/A U.S. Department of Justice under the Title II Americans with Disabilities Act (ADA) Title II of the ADA applies to services, programs, or activities of state and local governments including those offered on the web.~~

V. RESPONSIBLE DEPARTMENT(S)

Information Technologies, Chief Administrative Office, Communications Director

VI. DATES (ADOPTED, REVISED, NEXT REVIEW)

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|------------------------------------|-------------------|-------------------------|-----------------------|
| Originally Adopted: | 12/09/2008 | | |
| Last Previous Revision: | 11/07/2017 | Next Review: | 11/06/2021 |
| <u>Current Revision:</u> | <u>06/25/2024</u> | <u>Next Review:</u> | <u>06/25/2028</u> |