



COUNTY OF EL DORADO, CALIFORNIA

BOARD OF SUPERVISORS POLICY

Subject: COUNTY WEBSITE POLICY	Policy Number: A-22	Page Number: 1 of 5
	Date Adopted: XX/XX/XXXX	Effective Date: XX/XX/XXXX

BACKGROUND:

~~El Dorado County is committed to using technology to make government information and services more accessible to its residents, businesses and visitors. This policy guides the future development of the County's website. The policy also guides the use of alternative Uniform Resource Locators (URL) and Domain Names for use of alternative websites that promote County programs or projects.~~

~~It is very important for the County to maintain one identity on the Internet, so that citizens know that the information they are receiving is official information from El Dorado County. Web pages created by County departments should comply with graphical and navigational standards to maintain a consistent look and feel to the entirety of the County's web presence.~~

~~This goal has been furthered through the basic philosophy and construction of the web site (based on the knowledge that users typically look for services or programs, not for organizational units), by providing a functional and easily navigable structure.~~

I. PURPOSE

The purpose of this policy is to:

- A. Provide guidance for the branding 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.

II. POLICY

- A. ~~1. Webpage~~Website Content and Branding

El Dorado County ~~shall will~~ have an single external ~~World Wide Web home page~~website capable of providing any relevant public information from ~~or~~ all County departments. It will be developed and maintained by the Information Technologies Department (IT), ~~and the~~with concurrence of the Chief



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Administrative Office (CAO). The website will be an extension of the County's brand, and will have a professional and consistent appearance, with guidance from the Information Technologies Steering Committee (ITSC) and other interested departments. All County websites will utilize the same graphical and navigational standards to maintain consistent look, feel and accessibility for users.

B. Prohibition of Non-Official or Personal Content

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

No personal or private content shall be published on any County website.

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

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

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

B.C. 2. Uniform Resource Locator/Website domain name

As of the ~~active~~ date of this policy, the website domain name for the County's main website is edcgov.us. All content will be posted on department-specific pages under this domain name. URL will be www.edcgov.us. The Chief Administrative Officer will take reasonable and cost effective steps to incorporate the county URL into relevant documents such as agendas, businesses cards, letterhead, etc.

The URL for any county department may not be changed, altered or amended without approval from the Board of Supervisors.

C.D. 3. Program or Project ~~Uniform Resource Locators~~Special Purpose Website Domain Names

A.

1. Temporary program or project-specific URL's domain names shall may be granted by the Chief Administrative Officer/Director of IT, with concurrence from the CAO, as described below under-utilizing the following criteria:
 - i. ~~1) A County department employing a domain name alias would have the alias domain point back or redirect to the organization's web site on the County's web~~



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~~site. Therefore, issues of look, feel and navigation do not arise. The URL and accompanying website is affiliated with County government services in some way, (such as economic development). Or, the URL and website are part of a joint-agency or cross-jurisdiction program in which the County is a participant or sponsor.~~

- ~~ii.i. 2) The site provides or markets a service or promotes a project that one would not necessarily expect to be provided by a municipal government.~~
- ~~iii.ii. 3) The site provides or markets services or promotes a project to a **focused specific** customer base.~~
- ~~iv. 4) The program, service or project which is subject of the site is temporary in nature.~~
- ~~v. 5) The site or service should involve a single line of business.~~
- ~~vi.iii. 6) The site **doesshould** not conflict with other existing County **existing** marketing, communication or branding efforts.~~

~~B. Procedure for obtaining program or project specific URL:~~

- ~~1) All for an exemption from the single domain policy should be signed by the director or top executive of the Department, office, or organization.~~
- ~~2) All applications state in writing which exception criteria the organization believes applies to its request.~~
- ~~3) Applications shall be submitted to the Chief Administrative Officer who will determine whether the application for separate URL conforms to the website policy.~~
- ~~4) All registrations for separate URL's shall be made and maintained by the Information Technologies Department unless otherwise prescribed by the Chief Administrative Officer.~~

~~D-E.4. Links~~

External links may be ~~provided 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. ~~A. Local~~ non-profit community service organizations or organizations that provide information which is relevant to the functions and services provided by the County



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2. ~~B.~~ Official federal, state and local or regional government websites
3. ~~C.~~ Links may not be made to the following external websites:
 - i. ~~1)~~ Websites that contain or promote illegal material or activities, such as hate speech or obscene content.
 - ii. ~~2)~~ websites that contain patently false or misleading information.
 - iii. ~~ii.~~ ~~3)~~ Websites for religious or political organizations or candidates, or sites that advocate positions on issues including but not limited to legislation or ballot questions/measures.
 - iv. ~~iii.~~ ~~4)~~ Personal individual's websites, ~~personal social media pages,~~ or ~~personal~~ homepages.
4. ~~D.~~ Departments and agencies should use caution in linking to sites that contain ~~real time components, such as chat rooms and bulletin boards~~ public comments sections and/or blogs, ~~as t~~ These sites may not be appropriately ~~monitored or edited~~ moderated by the host, and participation criteria may not be posted on the site.
5. ~~E.~~ In general, the El Dorado County website does not link to commercial websites, with the following exceptions:
 - i. ~~1)~~ Utility companies serving El Dorado County residents
 - ii. ~~2)~~ newspapers of adjudicated general circulation
 - iii. ~~ii.~~ ~~3)~~ Airports and public transportation systems in El Dorado County
6. ~~F.~~ The ~~Director of IT, with concurrence of the~~ Chief Administrative Officer ~~or his or her designee~~ shall determine whether external links conform to this policy and shall have the authority to ~~add appropriate links or~~ remove links that ~~no longer do not~~ meet the ~~C~~ county's external link criteria.

~~5.~~ E-mail

~~The Chief Administrative Office and Information Technologies Department will take reasonable and cost effective steps to conform all county e-mail addresses to the county Uniform Resource Locator.~~

~~A.~~

~~B.~~

~~C.~~

III. PROCEDURE

- A. ~~A.~~ Departments may request the ability to edit, add, or remove content from their departmental section of the main ~~C~~ county website. The IT Department will provide training as needed for designated staff in the editing and administration of departmental content. All



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content updates to the main public website shall be reviewed by the Communications Director ~~Public Information Office~~ prior to publishing.

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

1. Provide a written request approved by the Department Head to the Director of IT including:

~~The request should contain~~ 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, the IT Department will obtain registration rights to the domain name (if available) for names outside the edcgov.us domain.

3. All domain name registrations for special purpose websites shall be renewed and maintained by the ~~Information Technologies~~IT Department, unless otherwise prescribed by the ~~Chief Administrative Officer~~CAO.

1.

C. The ~~Chief Administrative Office~~CAO, with input from the Director of IT and Communications Director~~the Public Information Officer~~, shall be the decision authority regarding appropriateness of website content or external links.

IV. REFERENCES

~~{Identify Related Policies, Ordinances or Other Codes}~~N/A

V. RESPONSIBLE DEPARTMENT

~~{List Department}~~Information Technologies, Chief Administrative Office, Communications Director~~Public information Office~~

VI. DATES ISSUED AND REVISED; SUNSET DATES:

Issue Date:	XX/XX/XXXX	Sunset Review Date:	XX/XX/XXXX
Revision Date:	XX/XX/XXXX	Sunset Review Date:	XX/XX/XXXX