



Town of Longmeadow

SELECT BOARD & TOWN MANAGER

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TO: Select Board

FROM: Robin Crosbie, Town Manager

DATE: July 5, 2011

RE: Website Content Policy

The Select Board requested that I prepare a draft content policy for the new town website. The attached policy was submitted to the Board on June 20. It is based on examples from several government websites.

One of the issues to be decided is the policy for links to other non-government civic organizations such as the Historical Society, Chamber of Commerce, etc (see attached list from the previous website.) In the policy I prepared, the Select Board makes the decision on a case-by-case request, but excludes certain types of websites.

Town of Longmeadow

Municipal Website Content Policy

Purpose: The sole and limited purpose of the town's website and permitted external links is to provide information of a factual nature about the Town of Longmeadow including various services and resources available provided by the Town, or as may be available from other governmental or not-for-profit agencies.

Confidentiality: Confidential information shall not be posted on the town's website.

Webmaster: The Webmaster is responsible for the appearance and behavior of the website. All information prepared for posting on the Town Website shall be submitted to the Webmaster for posting or posted by a duly trained and authorized town employee in accordance with town website content policy. The Webmaster is responsible for carrying out Town web policies day-to-day, but is subject to the authority of the Town Manager and Select Board. These policies may include defining the look and feel of the website or deciding who may post information on the site. Complaints about any aspect of the web policy should be brought first to the attention of the Webmaster.

Links: The Town's Website may provide links to outside governmental or not-for-profit websites that provide the public with useful information. The Town is not responsible for and does not endorse the information on any linked website unless otherwise stated.

Publication Criteria: The following criteria will be used to determine if requests for the inclusion of links and/or calendar information are appropriate for the website.

- Government institutions or agencies providing services to the public.
- Links to civic organizations may be permitted only by vote of the Select Board.

Except as specified elsewhere in this policy, the Town's Website will not provide links to websites for:

- Campaign websites for incumbent and challenging candidates for local, state or federal office.
- Political organizations or other organizations advocating candidates, a position on a local, state, or federal issue, or pending legislation.
- Corporate or other for-profit organizations, unless they fit the criteria stated above.
- Individual or personal home pages.
- Any content that promotes any of the following:
 1. Advocacy of or opposition to any politically or socially controversial subjects, issues, or candidates;
 2. Disparagement or promotion of any person or class of persons;
 3. Text, images, sound, or other presentations not suitable for people of all ages, or links to or other promotion of businesses whose products or services are not suitable for people of all ages;
 4. Promotion or incitement of illegal, violent, or socially undesirable conduct;
 5. Alcohol or tobacco products;
 6. Illegal drugs;
 7. Adult or sexually oriented entertainment or materials;

8. Availability of weapons;
9. Availability of gambling;
10. Claims of efficacy, suitability, desirability, or other non-objective statements about businesses, products, or services;
11. Content that infringes on any trademark, copyright, or patent rights of another;
12. Claims or representations in violation of advertising or consumer protection laws;
13. Content that a reasonable citizen may not consider to maintain the dignity and decorum appropriate for Longmeadow website.

Application for Publication to the Website: Any organization requesting information published to the municipal website must send a request demonstrating that their request meets the criteria for inclusion in the site.

Disclaimer: The materials and information contained on or obtained from this website are distributed “as is” without warranties of any kind, either express or implied. Information contained on this website, including information obtained from external links thereon, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The Town of Longmeadow reserves the right, at its sole discretion, to remove links that otherwise meets its guidelines. This discretion may be exercised if the Town becomes aware, receives claims or allegations, or has reason to inquire whether the content refers or links the viewer to content not on the website that is either in violation of any of the above listed guidelines, or would be reasonably likely to offend a reasonable citizen. The Town of Longmeadow is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the website and/or the materials contained on the site whether the materials contained on the website are provided by the Town of Longmeadow, or by a third party. Data contained on the website are subject to change without notice.

Draft June 14, 2011

Revise



Groups Organizations

HOME

CIVIC Town Organizations

Longmeadow is a town rich in diversity. There are many different town groups representing the interests, cultures, and activities of our residents. This web site will be glad to list a summary for any ~~non-civic~~ ^{civic} ~~sectarian town-registered organization, be it social or athletic.~~ For rapid posting of information, please E-mail an electronic file (MSWord) to webmaster@longmeadow.org

For information regarding ^{official} town-related committees, commissions or groups (Board of Health, Recycling Commission, etc.) please refer to our Town Government pages.

Updated information on Youth Sports Programs can be found on the Youth Sports Page or at the Longmeadow Parks/Recreation website.

organization
open to the
public

whose membership
is open to the
public

Need
approval
by EFB

A Better Chance- Longmeadow
East Longmeadow/ Longmeadow Chamber of Commerce
Go Fit, Inc.
Junior League of Greater Springfield
Longmeadow Adult Center
Longmeadow Chamber Music Society
Longmeadow Health and Environment Initiative
Longmeadow Historical Society
Longmeadow Homeowners Association
Longmeadow Lodge of Masons
MOMS Club® of Longmeadow
Newcomers Club
Pioneer Valley Women's Running Club
Longmeadow Boy Scouts- Troop 90
Youth Sports

TOP HOME