



# COUNTY OF EL DORADO, CALIFORNIA

## BOARD OF SUPERVISORS POLICY

Subject:  COUNTY WEBSITE POLICY	Policy Number:  A-22	Page Number:  1 of 4
	Date Adopted: 12/09/2008	Revised Date: 11/07/2017

### 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.



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## II. POLICY

### A. Website Content and Branding

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). The website will be an extension of the County's brand, and will have a professional and consistent appearance.

### 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 ballot measures.

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

As of the 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.

### D. Program or Project Special Purpose Website Domain Names

1. Temporary program or project-specific domain names shall be granted by the Director of IT, with concurrence from the CAO, utilizing the following criteria:
  - i. 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. The site provides or markets services or promotes a project to a specific customer base.



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- iii. The site does not conflict with existing County marketing, communication or branding efforts.

### E. 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:
  - i. Websites that contain or promote illegal material or activities, such as hate speech or obscene content.
  - ii. Websites for religious or political organizations or candidates, or sites that advocate positions on issues including but not limited to legislation or ballot measures.
  - iii. Personal websites, social media pages, or homepages.
4. Departments and agencies should use 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 not link to commercial websites, with the following exceptions:
  - i. Utility companies serving El Dorado County residents
  - ii. 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.

### III. PROCEDURE

- A. Departments may request the ability to edit, add, or remove content from their departmental sections of the main County website. The IT Department will 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. 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 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, 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 IT Department, unless otherwise prescribed by the CAO.

C. 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.

#### **IV. REFERENCES**

N/A

#### **V. RESPONSIBLE DEPARTMENT**

Information Technologies, Chief Administrative Office, Communications Director

#### **VI. DATES ISSUED AND REVISED; SUNSET DATES:**

<b>Issue Date:</b>	12/09/2008	<b>Sunset Review Date:</b>	N/A
<b>Revision Date:</b>	11/07/2017	<b>Sunset Review Date:</b>	11/06/2021