

**CITY OF STOCKTON, CALIFORNIA  
CITY MANAGER ADMINISTRATIVE DIRECTIVE**

<b>Subject:</b>  <b>WEB SITE POLICY</b>	Directive No. <b>MAN-44</b>	Page No. <b>1 of 6</b>
	Effective Date: <b>08-15-2011</b>	Revised From: <b>N/A</b>

I PURPOSE

The purpose of this policy is to provide guidelines for the functioning and content of the City of Stockton web site and to ensure that current standards and practices are maintained in the web site design with content information that is timely and accurate.

II DESCRIPTION

The City of Stockton's web site is the official site for the City, and all material on the site will meet the highest standards of accuracy, fairness, and access. The main focuses of this policy:

- A. Setting clear guidelines for the management of the technical aspects of the site, including maintaining its functions and generating statistics, and
- B. Establishing responsibility for content on the site, including content provision and content approval.

III POLICY

A. Technical

1. Functions

The City of Stockton web site has been designed and will be supported by the City of Stockton Information Technology (IT) Division using HTML and JavaScript as the coding standard and will be maintained to conform to current web design standards, as defined by the World Wide Web Consortium (W3C).

The IT Division will be responsible for the technical functions of the site, including the site map, navigation, site security and data recovery.

2. Software and Hardware Upgrades

The user interface for making content changes to the web is provided by the IT Division to meet the needs of the City of Stockton. Coding and design

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documentation is maintained by the IT Division as the site software is updated and improved.

The web site server (hardware) is provided, supported and scheduled for replacement through the Internal Service Fund (ISF) by the IT Division, including costs specific to hardware and technical support of the web site.

The IT Division is responsible for registration and renewal of the Uniform Resource Locator (URL), commonly referred to as the web site address.

**3. Search Capability**

The IT Division will be responsible for maintaining coding within the system that allows visitors or users of the web site to search for content, including: maintaining the site map; alias terminology coded in the site; short-cut URLs; and other coding that enables current search engines to return results entered by visitors or potential visitors to the site.

The IT Division will be responsible for the addition of new pages and links to new pages within the site.

**4. Web Statistics**

The City will collect no personal information about users when they visit the web site unless information is provided voluntarily by a user visiting the site. The City does not give, share, sell, or transfer any personal information to third parties, unless legally required to do so.

The IT Division will be responsible for monitoring user traffic patterns on the web site from information that is automatically provided by a user's browser. The information is used to measure server performance and improve the content of the site. The City also tracks keywords that are entered into the site's search engine service to measure interest in specific topics.

The IT Division uses commonly available analytical tools, such as Google Analytics, to evaluate data provided about site visits and search information. Monthly reports are provided to City department representatives for the purposes of improving the content, navigation and searches within the site.

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**B. Content**

**1. Department Responsibilities**

The web site is the primary resource for communicating information to the public. Content updates and maintenance are the responsibility of all Departments. Each Department is represented on the web team by a minimum of two representatives who are responsible for the content of Department web pages. Department web team members, in consultation with subject matter experts, will be responsible for maintaining current, accurate content on the site. In addition to web team members, Departments may have multiple employees who provide and submit content for the site.

Content-specific web site costs are born by the departments responsible for the content.

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**2. Public Information Officer Responsibilities**

The Public Information Officer (PIO) and/or designee(s) will be responsible for reviewing and approving Department web pages to ensure that formatting and content standards are maintained.

The PIO and/or designee will be responsible for reviewing events submitted by web team members and the community to ensure that events posted are held in Stockton and are open to the public.

The City will not post any of the following:

- Obscene or profane language, content or subject matter;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Subject matter that threatens or defames any person or organization;

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- Sexually explicit content or links to sexually explicit or obscene content;
- Solicitations of commerce;
- Participating in or encouraging participation in illegal activity;
- Information that compromises the safety or security of the public or public systems; or
- Content that violates a legal ownership interest of any other party, including, but not limited to, intellectual property rights, copyright, trade secrets, trademarks and publicity rights.

**III PROCEDURES**

**A. Content Maintenance**

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1. Organization – Web pages are organized such that only one copy of each page exists and each is reflected on the site map.
2. Navigation - Navigation within the site will be provided through links which may be placed in the top bar, left column and behind text on the site. Navigation to other sites will be provided under External Links at the bottom of each page, with a short narrative in the body of the page and sufficient descriptive information to inform the visitor about the external site destination.
3. External Links - The City web site contains external links that enhance the usability of the City's web site for visitors, including:
  - a) Other governmental agencies,
  - b) Entities with which the City has an existing formal, contractual relationship, and
  - c) Non-profit entities that provide information or services.

The sole and limited purpose of the permitted external links is to provide additional information for residents, businesses and other users of the City's web site. External links must serve a public purpose or benefit, compliment the City's missions and goals, and be related to content provided on the

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City's web site. External links appear at the bottom of web pages under the heading, "External Links."

The City does not endorse or provide preferential treatment to any third party web sites or associated organizations or persons. Since the City does not control third party web sites, it does not warrant that third party web sites are accurate or reliable or that they have operational links. The City does not guarantee the authenticity accuracy, appropriateness or security of web sites linked through external links or subject matter of the linked site.

In addition, the City reserves the right, at any time and without notice, to:

- a) Deny a link that does not meet the criteria set forth in this policy;
- b) Deny or discontinue an external link at any time if the web site provides or promotes inappropriate information;
- c) Remove any external link if the nature of the organization to which the link relates no longer complies with the City's external link policy;
- d) ~~Revise this policy without prior notice when the City considers such revision to be in its best interests.~~

- 4. Documents - The Document Room provides a place to register documents that must be accessible to the public. Visitors to the site can search the Document Room and documents can be linked from content within the site. An expiration date is established for each document, not to exceed 2 years. Documents are reviewed annually by web team members to ensure that the most current version of the document is displayed on the web site.

The web site is not a document management system. The original or master copy of all documents is stored on a shared drive or in a shared system other than the web server.

- 5. Analytical software – Analytical software, such as Google Analytics, is used to improve searches and content and detect broken links. Reports are provided to each Department at web team meetings. Department web team representatives use reports to improve content and navigation.
- 6. Content Update Frequency - Information maintained on the web site is current, accurate and relevant. Each page of the web site is reviewed by

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Department web team members at least once a year and a date stamp is automatically applied when web pages are updated.

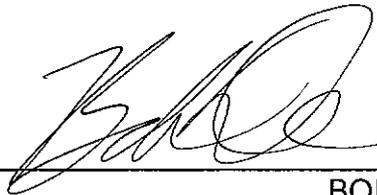
7. Relation to Social Media – The City's website will remain the City's primary and most important internet presence. Social media may be used to reach a wider audience; these tools mainly exist to direct traffic to the web site for news and more information and are intended to supplement and not replace web site content.

Whenever possible, content posted to the City's social media sites should first be made available on the City's website. Whenever possible, content posted to the City's social media sites should contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services.

**B. Web Site Policy Updates**

1. This policy will be reviewed annually and updates made, as-needed, based on changing market conditions, including, but not limited to technology, communications and business needs.
2. This policy will be posted on the City of Stockton web site and accessible to the public from a link on the Home page.

APPROVED:



**BOB DEIS  
CITY MANAGER**