

City of Fitchburg
Webpage Content Policy

1. **DEFINITIONS** -- The following definitions apply to this policy in its entirety:
 - 1.1. Content Manager – The department head or their designated staff member responsible for updating and managing content related to their department or other area of authority on the website.
 - 1.2. External Organization - any association, body or group that is not an official board or committee of the City of Fitchburg. For the purpose of this policy, only those boards and committees appointed by the Mayor or established by the City Code are considered to be official boards and committees of City.
 - 1.3. Objectionable Material - matter which may contain, but is not limited to, material promoting hate and/or violence, materials of a pornographic, profane or sexually explicit nature, as well as content that may offend on the basis of race, ancestry, place of origin, ethnic origin, citizenship, creed, age, sex, marital status, sexual orientation, gender identity, family status, or disability.
 - 1.4. Routine Maintenance – includes, but is not limited to, the following tasks:
updating the calendar of events, posting material advertised by the City, posting material as requested by various department heads, correcting information posted online in order to ensure accuracy, verifying all hyperlinks to ensure that they are functioning, posting Council, board and committee meeting minutes, posting the Council agenda.
2. **WEBSITE OBJECTIVES** -- The official website of the City of Fitchburg is committed to providing convenient, accurate, timely and efficient access to information about City services, activities, policies and programs for residents, visitors and persons conducting business in the City
3. **AUTHORITY TO POST CONTENT**
 - 3.1. Each department head or their designated staff member shall act as the content manager for their department’s content on the website.
 - 3.2. Each department’s content manager shall be responsible for routine maintenance of the website and is authorized to carry out those activities

defined as routine maintenance under this policy, as well as the removal, alteration and addition of information found on departmental pages.

3.3. In addition, content managers are authorized to post, in the location(s) most appropriate to the subject matter, any material advertised by the City in other media outlets.

3.4. Board and committee meeting minutes and agendas shall be posted on the website by the content manager responsible for routine maintenance.

4. CONTENT MANAGEMENT

4.1. Content which includes objectionable material as defined under this policy is prohibited from appearing on the official website of the City of Fitchburg.

4.2. Final authority to determine whether or not content meets the definition of objectionable material rests with the Mayor.

4.3. Content on the City's website must meet one or more of the following criteria in order to be posted:

4.3.1. The content must align with the core services of the municipality

4.3.2. The content must provide public information about events, activities and services provided by, in association with or supported by the City, a board and/or committee of the City.

4.3.3. The content must provide public information about events, activities and services provided by, in association with or supported by upper tier governments that directly affect residents, visitors and persons conducting business in the City.

4.3.4. The content is deemed by the Mayor to be of interest to the City of Fitchburg, its residents and/or visitors.

4.4. The Mayor, with the assistance of the Information Technology Manager, will be responsible for ensuring each department maintains its related content.

5. CONTENT REVIEW

5.1. Each department head is required to perform a quarterly review of all website material posted under their departmental sections.

5.2. Department heads may request that their departmental information be reviewed, amended or removed at any time throughout the year.

5.3. The Information Technology Manager shall be responsible for reviewing the content of all departments and to notify any department head of content that has become outdated.

6. **WEB HOSTING FOR EXTERNAL ORGANIZATIONS** -- The City does not provide web hosting for external organizations.
7. **EXTERNAL LINKS** -- External links from the City's website must meet one or more of the following criteria in order to be posted. The link must:
 - 7.1. Connect members of the public with information and services provided by other levels of governments.
 - 7.2. Provide additional information on subject matter found within the pages of the City's website. Such information must be provided by an official and/or accredited source.
 - 7.3. Connect members of the public with non-profit agencies and organizations which have bearing on information provided within the City's website.
 - 7.4. Provide content that is deemed by the Mayor to be of interest to the City of Fitchburg, its residents and/or visitors.
8. **FINAL AUTHORITY** -- The Information Technology Manager is responsible for the maintenance and approval of the City's website and has authority to make decisions pertaining to same; however, the Final authority with regard to all decisions pertaining to the City's website rests with the Mayor of the City of Fitchburg.