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Common Council

Web Policies and Guidelines

March 2008

Introduction
The City of Madison Common Council website is the official site of the City of Madison Common Council and all material and graphic images on the site will meet and maintain the highest standards of accuracy, fairness and access.

Special care will be taken to ensure that the information is current and that the site portrays the City of Madison Common Council in a positive light.

The City of Madison Common Council is committed to presenting a positive image of the City.

The Council's website is another avenue for which we promote and share the many programs, services, and attractions the City has to offer to its citizens, businesses, and visitors. There should be ease in the accessing of online services and programs, conducting City business and seeking additional information electronically. The website will present a fresh design, will be user friendly, accessible, and have clear navigation and search tools.

The City of Madison Common Council website will follow the policies, standards and guidelines as stated in:

> City of Madison's Web Policies, Standards and Guidelines:
> http://www.cityofmadison.com/is/pdf/WebPoliciesStandardsGuidelines.pdf
>
> APM 3-13 - Web-Linking Policy:
> http://www.cityofmadison.com/mayor/apm/3-13.pdf

Questionable Content on Common Council Website [1]
Questionable content and images can be defined by answering yes to any of the following nine questions.

1. Does the content and/or image violate any of the criteria set forth in the City's Web Guidelines: Page Design Focus Guide?
2. Does it violate any of the City's Web Standards?
3. Will the content and/or image severely effect page download times or server storage capabilities?
4. Is there a risk to the security of the City's computer resources? Adherence to the City of Madison Network and Security Policies is required.
5. Are the content and/or image inappropriate in anyway? Does it contain objectionable statements or remarks that may be offensive?
6. Does it constitute endorsement or favoritism of a specific organization (including political or campaign related organizations), agency, or business?
7. Could it reflect negatively upon the City of Madison? (Web Policies, Standards, Guidelines Version 1.7a May 2006, Web Policies 3)
8. Does it fail to meet the standards set forth in APM 3-13, Web Linking Policy?
9. Does it violate any City Ordinances or other APM's?

The City of Madison IT Webmaster will, upon request, consider content that has been determined to be questionable and take necessary actions to protect the City of Madison.

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[1] City of Madison – Information Services – Web Policies, Standards and Guidelines dated May 2007, page 2

Approved Links on Common Council Website [2]
Consistent with the foregoing policy, it is the Council's policy to promote, allow and find acceptable external links to the following kinds of entities and organizations:

- Government sites
- Tourism sites related to the greater Madison area
- Sites which contain community information, e.g., civic, recreational, educational and the like, for the greater Madison area
- Local news media sites
- School sites
- Library sites
- Sites that contain regional cultural information
- Benevolent and charitable organizations' sites that provide or promote local community services
- Sites for organizations which are funded by the City, e.g., through Community Services or CDBG
- Sites of non-profit professional organizations of which the City or its agencies are members
- Sites that contain information related to the greater Madison area deemed to be of use to the City, its citizens, visitors, or businesses
- Sites of a similar character to sites listed above which would likewise support the City's Vision Statement

Excluded Links on Common Council Website [3]
External links **may not be made** to sites that fall within any of the following criteria, as determined by the Information Technology Director:

- Sites containing information promoting any illegal activities
- Sites for which the focus is to market a particular commercial service or product (unless the for-profit commercial company partners with the City on a particular project, example: Neighborhood Roundtables)
- Sites containing information which would violate any of the City's Affirmative Action Policies, Equal Opportunity Ordinance, Ethics Ordinance, or which may be in violation of any other City ordinances, or State or Federal laws
- Sites unrelated to the City of Madison and the surrounding community
- Sites for a specific political candidate or political party - rather, the City may link to independent organizations such as the League of Women Voters
- Sites containing material, which is harmful to minors
- Sites which are not consistent with the purpose of the City's Internet Website set forth above
- Sites containing material which is obscene, profane, defamatory, libelous or fraudulent

Note regarding non-city organizations: If an alder links to an organization that endorses candidates on their web page(s), then that link would be disabled during the aldermanic election cycle (December – April).

Photos and Images
Using photos that contain identifiable images of people is discouraged. If photos are taken that will contain identifiable images of people, the Permission and Release for Use of Photograph should be used to ensure that you have the subject's permission. An exception could be for a public event that is being covered by local news media.

If alders wish to post photos on their web page they must have a signed release form or release of copyright filed in the Common Council Office. It is the alder's responsibility to file the form with Council staff. **The City's IT Webmaster will place photos on alder web pages in order to comply with ADA requirements and uploading requirements.**

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[2] Administrative Procedure Memorandum No. 3-13 – Web Linking Policy dated May 14, 2002 – Guidelines for Site Inclusion
[3] Administrative Procedure Memorandum No. 3-13 – Web Linking Policy dated May 14, 2002 – Guidelines for Site Exclusion

Header: District XX Home
- Standard welcome note will continue to appear on all alder home pages. Alder can edit welcome note.
- Welcome note should be brief.
- Suggested items to place on this page:
  - Link to district map
  - Current information: resolution link, neighborhood meeting link, etc.

Header: Biography
- Summary biography to be written and edited by the alderperson.
- Allow mention of blog in alder biography, no linking to the blog. Alder can state within their biography that visitors can email the alder for the blog link.
- During the aldermanic election cycle (December – April), an alder can only edit factual biography information (example: change in job, marital status, etc.).
- During election cycle, links to organizations that endorse political candidates must be disabled (example, Downtown Madison Inc., Greater Madison Chamber of Commerce).

Header: Committees
- Cannot edit this information, linked to the Legistar database.

Note: Web Team staff is investigating whether we can add "Additional Committees" to capture those subcommittees, work groups, etc. that are not in the Legistar database on this page or if another page will need to be created. They will also investigate whether "Previous Committees" currently under the Archives Header can be moved to this page.

Header: District News
- Information to be listed under this header:
  - Neighborhood Meetings (not official City of Madison meetings). Announcements of neighborhood meetings dealing with official city business or potential city business can be posted to an alder web page.
  - Newsletter articles/links to NA newsletter - Articles appearing in neighborhood association newsletters should not be posted on the website but linked to the Neighborhood Association website where the article is located.
    - Newsletter articles cannot be posted or linked during an election cycle (December – April) if the alder is running for re-election and is opposed. If an alderperson is unopposed or did not file for reelection this stipulation does not apply.
  - Neighborhood Association links

  The following announcements/events cannot be posted to the alder web page:
  - Community/social announcements or events (e.g. your having a birthday party)
  - Neighborhood association meeting notices
  - Political announcements or events

Header: Initiatives
- The alder can edit this section.
- The Council website is NOT a central repository for documents but rather a portal tool to link to City Departments and the work that they do.
- "Pending & Adopted Legislation" would appear here.
- District projects – If a project is department specific (e.g. Engineering or Traffic Engineering) the alder should request that the project be listed on the department's website and then the alder links to that site.
- Dated materials should be pulled and deleted or moved to the Archives page.

Header: Archives
- Cannot edit "Previous Committees" because it is linked to the Legistar database
- Council staff will periodically review alder web pages and suggest items that can moved to the Archives page.

Important Points:
1. Whenever possible the alder should create a link to the information versus creating the information link on their webpage.
2. Link PDF's not Word documents, Excel documents, etc.
3. Webpages need to maintain consistency in terms of layout and design.