**THE TOWN OF SWAN RIVER**

Phone: (204) 734-4586 Fax (204) 734-5166
PO Box 879, Manitoba R0L 1Z0

Date: June 6, 2017**Resolution No.:** 2017.302**Moved By Councillor :** _____**Seconded By Councillor :** _____

RESOLVED that the Town of Swan River Website Policy be adopted as received.

a amendment

For _____**Against** _____**Abstained** _____

e-mail: main@townsr.ca

Carried:**Mayor** _____**The Town of Swan River**

URL: <http://www.swanrivermanitoba.ca>



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Website Policy

The Town of Swan River (further known as the 'Town') owns and operates a municipal website for the purpose of providing information and services to citizens, staff, businesses, and visitors. It is essential that the Town's website provides the public with information and services that are accurate, up-to-date, visually pleasing, easy-to-read and easy-to-find.

In addition to information and services pertaining to The Town of Swan River and its enterprises, the Town website may also contain information that a reader should reasonably expect to find on a municipal government website, including but not limited to information from or links to other orders of government, community groups which receive support from the Town, Swan River based organizations, and service clubs.

All content (text and visual) on the website should contribute to a professional and unified corporate brand.

Purpose

To establish the parameters under which the Town will post content on its website.

Scope

This policy applies to the website and micro-sites owned and operated by the Town of Swan River.

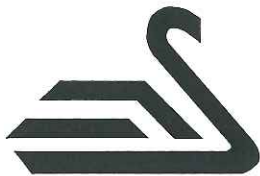
www.swanrivermanitoba.ca

Policy Content:

Posting External Links:

The Town of Swan River will consider posting external links on its websites if the link is directed to the website of:

- An official government website (municipal, regional, provincial, federal).
- A government-funded agency or board.
- A Town of Swan River affiliated organization.
- An organization receiving a Town of Swan River community grant.
- Service clubs operating in the Town of Swan River who perform service work that benefit Swan River residents.
- A charitable organization with a registered charitable number and operating within the Town of Swan River.
- A business improvement area.
- A major community tourist attraction as determined solely by the Town of Swan River.
- A professional association.
- A business, organization or association with an agreement under a Municipal Partnership Program.
- Artist-in-residence, and artists commissioned by the Town of Swan River to create and/or display public art.
- Regulatory authorities (e.g. Manitoba Office of the Fire Commissioner - OFC)



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The Town will not consider posting external links on its websites to:

- Personal websites.
- Business websites that are not part of an advertising agreement with the Town.
- Political parties (unless as part of an advertising agreement as per the regulations of the Town's municipal advertising policy).

Notwithstanding the criteria listed above, the Town reserves the right to post, or refuse to post any external links on its website or to delete links already posted on its site at any time, without notice.

Removing external links:

External links will be removed by the Town without notice if, but not limited to, any of the following conditions apply:

- The site's original information has been altered and the context of the information has changed;
- The site no longer meets the conditions listed above for acceptable external links;
- In the Town's sole opinion, the information on the site becomes inaccurate and/or not trustworthy;
- Page formatting, lengthy download items or intrusive advertising make accessing information difficult;
- The link returns a "not found" error for more than 72 hours;
- The link promotes, exhibits, illustrates or manifests hate or obscene/pornographic/sexual content of any kind;
- The site and content does not comply with municipal, provincial or federal legislation.

Requesting an external link:

Requests to add an external link to the Town's website, according to the criteria listed above, are to be submitted by email for consideration.

External link policy enforcement:

All sites may be reviewed by Town staff to ensure that, in the sole opinion and discretion of the Town they meet and are in keeping with the above criteria.

Enforcement of the above linking policy and the decision on whether or not to add, remove or deny an external link on the Town's website will be made by the Town Website Maintenance Coordinator, the Town Chief Administrative Officer and /or consultation with Town of Swan River Administrative staff and Town of Swan River Mayor and Council.

Community notices and calendar postings:

Town of Swan River staff will post information regarding activities, programs, meetings, events and festivals organized by the Town and its Enterprises on its website calendar. The Town reserves the right to post any additional events or notices to its website it deems to be in the community's interest.

Criteria for publishing notices and events:

Members of the public may submit information for inclusion on the Town's website if that item is open to the general public and meets one of the following criteria:

- Organized or funded by another order of government.
- Organized by a government-funded agency or board.
- Organized by a Town of Swan River affiliated group.
- Organized by an organization identified as eligible for a Town of Swan River community grant
- Funded in full, or in part, by the Town of Swan River.



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- Sponsored by the Town of Swan River.
- Organized by a charitable organization with a registered charitable number and operating within the Town of Swan River.
- Organized by a service club operating within the Town of Swan River performing work that benefits Swan River residents.
- Located in a facility owned or leased by the Town of Swan River.

Events and notices submitted by the public will not be published on the Town's website if they:

- Are commercial in nature and, in the Town's sole opinion, are attempting to advertise, promote or sell products or services of an individual or an individual business or a business outside of Swan River.
- Promote, exhibit, illustrate or manifest hate or obscene / criminal / pornographic / sexual content of any kind.
- Do not comply with municipal, provincial or federal legislation.
- Promote an individual religion or religious service.
- Events deemed by the Town to be political in nature will not be posted unless the information is pertaining to the date, time and locations of polling stations for Federal, Provincial or Municipal elections. The website will not promote or endorse any political party or candidate.

Notwithstanding the criteria listed above, the Town reserves the right to post, refuse to post, or remove, any notice or event from its website at any time, without notice.

Submitting an event or notice to the website:

Requests from a member of the public to add an event or notice to the Town's website or calendar must be submitted directly through the Town of Swan River Downloadable App or via email.

To be considered for publication, an item submission must be accompanied by a name and contact information of an individual submitting the request. Anonymous postings will not be published.

Policy enforcement:

All items submitted by a member of the public for publication on the Town's website will be reviewed by the Town's website Coordinator to ensure that, in the sole opinion and discretion of the Town of Swan River, the item meets or is in keeping with the intent of the above criteria.

Decisions on whether or not to add remove or deny the posting of an item to the Town's website will be made by the Town Website Maintenance Coordinator, the Town Chief Administrative Officer and /or by consultation with Town of Swan River Administrative staff and Town of Swan River Mayor and Council.

Disclaimer

The Town of Swan River does not endorse or make any representation or warranty, expressed or implied, concerning the accuracy, quality or reliability of information contained on externally linked websites or posted on its community calendar that has been submitted by a member of the public.

Resolution # 2017.302

Date:

June 7, 2017

[Signature]
Mayor

[Signature]
CAO