

Policy No. 26

Web Site

At a regular meeting of Town Council held on November 27th, 2001 the following policy regarding the Town's web site was adopted:

TOWN OF PARRSBORO WEB SITE POLICY

- 1) The Town of Parrsboro will establish a Web Site. Through this site the Town will provide web links for town services, active businesses and other local activities suitably equipped to do so.
- 2) The area of interest for the Parrsboro Web Site will be that area normally accepted as the area for the Parrsboro and District Board of Trade.
- 3) The overall content and subject matter of the site would be determined by policy of Council, overseen by a Web Site Working Group (WG).
- 4) The mandate, size and terms of reference of the WG will be determined by Council.
- 5) Any change or modification (except editorial change) to the site will be authorized through the WG.
- 6) A member of Town staff will be appointed as Staff Administrator (or Web Master) for the Town's Web Site. This position may be supported by volunteers in a manner suitable to the WG.
- 7) The Town CAO will be responsible for the use of the password as directed by the WG.
- 8) Any information to be included on the site will be entered by the Staff Administrator or their designate after it has been authorized as in (5) above.
- 9) A Business Directory will be established on the Parrsboro Web Site.
- 10) Where a business has their own site the directory will link to the business site through the Business Directory.
- 11) Where a business does not have their own site the Business Directory will provide the business' information in a standard design as established by the WG.
- 12) The format for the Business Directory will apply as closely as possible, to all other categories (ie. Churches, Not-for-Profits, etc.) itemized on the site.
- 13) Although the Town will assist as much as resources permit, it will be the responsibility of

the individual requesting to be included on the Town Site to provide any and all information for the entry including any picture or art work being requested.

- 14) The Town, in linking with another site will have the expectation that sites so linked will provide a link back to the Town. Such links will clearly depict the Town page link in a manner acceptable to the WG. It is realized there are circumstances where this may not be feasible and therefore not linking back with the Town will not in itself be reason to cancel the link.
- 15) Businesses which are closed or no longer in operation, except seasonal operations, will be removed under the direction of the WG. This condition may be waived for such businesses who present a reasonable argument to remain linked.
- 16) Information must be kept current especially where such information is time sensitive.
- 17) The establishment or continuation of any link or its content will be at the discretion of the WG.
- 18) Any decisions of the WG may be appealed through the Town Council.