



## ADMINISTRATIVE DIRECTIVE

Title: External Links on Town Website
Issuing Department: Town Manager's Office
Effective Date: June 5, 2018
Approved: Jamsheed Mehta, Town Manager
Type of Action: Revision

### 1.0 PURPOSE

The Town of Marana has created its website to provide web-based services and information to the general public and to promote the Town to prospective residents, business owners, and visitors. The Town endeavors to ensure that the website remains a dynamic resource and supports the Town's efforts to promote financial sustainability, collaborate with citizens, and develop community partnerships in the five strategic focus areas set forth in the Town's Strategic Plan.

The purpose of this directive is to establish guidelines for the inclusion on the Town's website of information from organizations outside the Town in the form of external links to third party websites to support the goals of the website.

### 2.0 DEPARTMENTS AFFECTED

All Town of Marana departments and employees

### 3.0 REFERENCES

3.1 Town of Marana Strategic Plan

3.2 Town of Marana Personnel Policies and Procedures, Policy 5-4: Use of communications systems and equipment

### 4.0 DEFINITIONS

4.1 External links or links: Links that reside on pages that do not belong to the Town's website domain, i.e. a link that points to a website other than the Town's.

4.2 Website: The Town of Marana website.

## 5.0 POLICIES AND PROCEDURES

- 5.1 External Links. External links provide a means to connect the Town's website visitors to third party websites directly from the Town's site. The Town may permit external links on its website pursuant to the guidelines set forth in this directive.
- 5.2 Guidelines. The following guidelines shall apply to all external links included on the Town of Marana website:
- 5.2.1 Linked websites included on the Town's website must contribute to the quality of life and further the positive image of the Town of Marana.
  - 5.2.2 Links may be included on the website to connect site visitors to information that has a relevant relationship to the Town, its services, or a community interest.
  - 5.2.3 Links may also be included to promote the Town's tourism, industry and economic development.
  - 5.2.4 Links solely for the purpose of promoting or endorsing any commercial endeavor or for-profit business shall not be permitted on the website, unless the Town determines that there is a benefit to the Town pursuant to the guidelines set forth in this directive.
  - 5.2.5 Except as otherwise provided in this directive, the sponsor of the linked website must be one of the following:
    - 5.2.5.1 A locally recognized group or organization that promotes public health, public safety, public welfare, civic, cultural, educational or charitable ideals and activities, including organizations with which the Town contracts, uses, or refers the public to for essential Town services or information.
    - 5.2.5.2 A federal, state, regional, tribal or local governmental or public educational agency.
    - 5.2.5.3 A neighborhood or homeowners' association group within the Town of Marana.
    - 5.2.5.4 An internal Town of Marana employee committee or group, *i.e.*, Wellness Committee, Benefits Committee.
  - 5.2.6 The Town of Marana shall not permit external links on its website from sponsors that are substantially engaged in commercial, political, religious, or unlawful activities, except as follows:
    - 5.2.6.1 If the Town determines that an external link sponsored by a commercial, political, or religious entity contributes to the quality of life and furthers the positive image of the Town or promotes the Town's tourism, industry, or economic development, the Town may include the external link on its website.
    - 5.2.6.2 If the Town enters into a public/private partnership agreement with private entities to host, market, conduct, or manage major regional, statewide, or national events within the Town of Marana, the Town may include external links sponsored by that private entity on its website.
    - 5.2.6.3 To provide a public service to the community with regard to emergency information, to provide links to public and private utility service companies and

provide links to websites that contain pertinent life-sustaining, public safety and public health information.

5.3 Selection of External Links. The decision to establish an external link on the Town's website will be made on the Town's own initiative. The Town may refuse to publish links to any website at the sole discretion of the Town Manager or designee, based upon the guidelines set forth in this directive. Although these guidelines identify links that are acceptable, this directive does not require that the Town provide links to all websites that meet these criteria.

5.4 Removal of External Links. The Town reserves the sole discretion to remove an external link from the Town's website at any time.

5.5 Disclaimer. The Town's website shall include the following language regarding external links:

5.5.1 Some Town of Marana webpages have links to other web sites. These external web addresses contain information created, published, maintained or otherwise posted by institutions or organizations independent of the Town of Marana. The Town of Marana does not endorse, approve, certify or control these external web addresses and does not guarantee the accuracy, completeness, efficacy, timeliness, or correct sequencing of information located at such addresses. Use of any information obtained from such addresses is voluntary, and reliance on it should only be undertaken after an independent review of its accuracy, completeness, efficacy and timeliness.

## 6.0 RESPONSIBILITIES

6.1 The Communications Manager shall be the Town Manager's chief designee for purposes of ensuring compliance with the guidelines set forth in this directive.

6.2 The Communications Manager shall consult with the Legal Department as needed to ensure that these guidelines are implemented and enforced in a non-discriminatory manner.

6.3 The Technology Services Department is responsible for assisting in establishing external links on the Town's website.

## 7.0 ATTACHMENTS

[Reserved]

**REVISION HISTORY**

<b><i>REV</i></b>	<b><i>DESCRIPTION OF CHANGE</i></b>	<b><i>DATE</i></b>
<b>OR</b>	Original Release	7/9/2012
<b>REV</b>	Revision	6/5/2018

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