

## Report to Council

**Report Title:** Website Hyperlinks Policy

**Prepared By:** Fiona Hamilton, Clerk

**Department:** Clerk's

**Date:** July 9, 2019

**Report Number:** CLK2019-16

**File Number:** C11CL, M10

**Attachments:** Draft Website Hyperlinks Policy

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### Recommendation:

That the Council of the Municipality of Brockton hereby approves Report Number CLK2019-16 – Website Hyperlinks Policy, prepared by Fiona Hamilton, Clerk and in doing so approves bringing forward a By-Law to adopt a Website Hyperlinks Policy.

### Report:

#### Background:

The Brockton website is a tool used daily by staff to provide information about municipal services and programs to residents. The website also contains a number of links to external sites that provide useful services or information for residents. From time to time, municipal staff receive requests to include additional external links to the website. In order to be more transparent, staff are recommending that a website linking policy be adopted to provide criteria that staff can use to evaluate whether an external link is appropriate for the Brockton website.

The goal is to encourage residents to visit the website directly as the main source for accurate and comprehensive information. Including external links that are no longer working, have poor or inaccurate information, or that do not provide quality service to Brockton residents detracts from this goal.

As a result, staff have created a Website Hyperlinks Policy to establish the parameters under which the Municipality of Brockton will post content from a third-party organization on any of its municipally-owned and operated websites.

#### Analysis:

Staff have developed a draft Website Hyperlinks Policy which has been attached for Council's review.

Staff are recommending that the Website Hyperlinks Policy be adopted by By-Law and posted on the website to be publicly available. Municipal staff also review pages from the website systematically and regularly to

determine whether content should be amended. As part of this process, staff also review any external links to ensure the link is working properly and contains accurate information.

**Sustainability Checklist:**

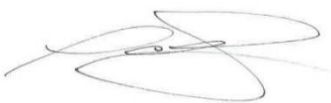
What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- |   |     |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy?       | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity?     | Yes |
| • Do the recommendations contribute to Environmental Integrity?           | No  |
| • Do the recommendations contribute to the Social Equity?                 | Yes |

**Financial Impacts/Source of Funding:**

- Do the recommendations represent a sound financial investment from a sustainability perspective?  
N/A

**Reviewed By:**



**Trish Serratore, Chief Financial Officer**

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**Respectfully Submitted by:**



Fiona Hamilton, Clerk

**Reviewed By:**



**Sonya Watson, Chief Administrative Officer**