

Website Hyperlinks Policy

Department:	Clerk's	Policy Number:	M10-0900-19
Section:	Media and Public Relations	Effective Date:	July 9, 2019
Subject:	Website Hyperlinks	Revised Date:	
Authority:	By-Law 2019-XXX		

1. Purpose

To establish the parameters under which the Municipality of Brockton (Brockton) will post content from a third-party organization on any of its municipally-owned and operated websites.

2. Policy Statement

Brockton owns and operates a municipal website, www.Brockton.ca for the purposes of providing information and services to citizens, staff, businesses, investors, visitors and other stakeholders. It is essential that Brockton's website provides stakeholders 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 Brockton and its enterprises, Brockton's website may also contain information that a reader should reasonably expect to find on municipal government websites, including, but not limited to, information from or hyperlinks ("links") to other orders of government, community groups which receive support from Brockton, Brockton-based professional organizations and service clubs.

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

3. Policy Content

3.1 Posting External Links:

Brockton will consider posting external links on its website if the link is directed to the website of:

- An official government website (municipal, regional, provincial, federal).
- A government-funded agency or board.
- A Municipality of Brockton affiliated organization.
- Service clubs operating in the Municipality of Brockton who perform service work that benefits Brockton residents.
- A charitable organization with a registered charitable number and operating within the Municipality of Brockton.
- A business improvement area in the Municipality of Brockton.
- A major community tourist attraction as determined solely by the Municipality Brockton.
- A professional association.
- Artist-in-residence, and artists commissioned by the Municipality of Brockton to create and/or display public art.
- Regulatory authorities (e.g. Ontario Energy Board)

The Municipality will not consider posting external links on its website to:

- Personal websites.
- Business websites that are not part of an advertising or other promotional agreement with Brockton.
- Political parties

Notwithstanding the criteria listed above, the Municipality 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.

3.2 Removing External Links:

External links will be removed by Brockton 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 Brockton'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.

3.3 Requesting an External Link:

Requests to add an external link to the Municipality's website, according to the criteria listed above, are to be submitted by email to the Municipal Clerk, Fiona Hamilton, fhamilton@brockton.ca for consideration.

3.4 External Link Policy Enforcement

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

Enforcement of the Website Hyperlinks Policy and the decision on whether or not to add, remove or deny an external link on the Municipality's website will be made by the Municipal Clerk, or their designate.

3.5 Community Calendar Postings:

Staff from the Municipality of Brockton, Brockton Visitor Information Centre, and/or Walkerton Business Improvement Area ("BIA") will post information regarding activities, programs, meetings, events and festivals organized by the Municipality of Brockton and its enterprises on its website calendar calendar.brockton.ca.

All events submitted by a member of the public for publication on the Municipality's website calendar will be reviewed by Municipal staff to ensure that, in the sole opinion and discretion of Brockton, the event meets or is in keeping with the intent of the criteria below.

Brockton reserves the right to post any additional events to its website calendar it deems to be in the community's interest.

3.6 Criteria for Publishing Events on the Community Calendar:

Members of the public may submit event information for inclusion on Brockton's website calendar if that event is open to the general public, occurs within the boundaries of the Municipality of Brockton 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 Municipality of Brockton affiliated group.
- Organized by an organization identified as eligible for, or having received a donation from Brockton.
- Funded in full, or in part, by the Municipality of Brockton.
- Sponsored by the Municipality of Brockton.
- Organized by a charitable organization with a registered charitable number and operating within the Municipality of Brockton.
- Organized by a service club operating within the Municipality of Brockton performing work that benefits Brockton residents.
- Organized by a business improvement area for general promotional purposes.
- Located in a facility owned or leased by the Municipality of Brockton.
- Organized by an association or organization that has achieved national or international distinction or made a significant contribution to the community, or has helped to enhance the Municipality of Brockton in a positive manner.

Events submitted by the public will not be published on the Municipality's website calendar if they:

- Are commercial in nature and, in the Municipality's sole opinion, are attempting to advertise, promote or sell products or services of an individual or an individual business.
- Promote, exhibit, illustrate or manifest hate or obscene/pornographic/sexual content of any kind.
- Do not comply with municipal, provincial or federal legislation.
- Promote an individual religion or religious service.
- Promote political parties or political organizations.
- Supporting discrimination, hatred, violence or prejudice.
- Events intended to protest a decision made by Council of the Municipality of Brockton.

Events deemed by Brockton to be political in nature will not be posted after the writ has been dropped for a federal or provincial election, or after the first day of a municipal election year.

All events submitted by a member of the public for publication on Brockton's website calendar will be reviewed by Municipal staff to ensure that, in the sole opinion and discretion of the Brockton, the event meets or is in keeping with the intent of the above criteria.

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

3.7 Submitting an Event to the Community Calendar:

Requests from a member of the public to add an event to Brockton's website calendar must be submitted directly through the calendar itself. Members of the public who wish to submit events are required to create an account prior to posting the Community Calendar.

To be considered for publication, an event submission must be accompanied by the event title and event details, including date, time and location, and contact information of an individual from the event organizing committee. Anonymous postings of events will not be published.

3.8 Policy Enforcement of Community Calendar:

All events submitted by a member of the public for publication on Brockton's website calendar will be reviewed by Municipal staff to ensure that, in the sole opinion and discretion of the Municipality, the event 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 event to Brockton's website calendar will be made by the Municipal Clerk, or his/her designate.

4. Disclaimer

Brockton 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.