Policy for Using 3rd Party Websites for Town Business & Events

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Purpose
The purpose of this policy is to establish standards and guidelines for utilizing 3rd Party websites as a means of advertising Town business, events or services.

Policy

All requests for utilizing outside websites and services to advertise city business, events or services must be submitted to the Community Affairs and Media Relations Administrator and will be reviewed and approved by the Community Affairs and Media Relations Administrator in consultation with the Town Manager.

Requests should be accompanied by a complete Marketing Packet, which can be found on the Z drive, under Media Relations.

All content to be posted on third party websites must comply with city web standards, unless otherwise agreed upon between the requesting department/division and the Community Affairs and Media Relations Administrator and approved by the Town Manager. Video may only be posted on outside sources (such as YouTube) by the Community Affairs and Media Relations Office. Content posted on any third-party website shall include a clear statement that any re-use, reproduction or alteration of the content is prohibited.

Outside outreach must be part of a long-range marketing plan. The Town website shall remain the priority location for posting content regarding Town services and events. Outside sources should not have content more current than the Town website.
Content on the third-party websites may link TO the Town website. Links FROM the Town website to outside social media websites is not permitted.

Outside Websites and Tools Examples:
YouTube (or other similar website) – Video content must first be approved by the Community Affairs and Media Relations Office, in consultation with the Town Manager, and may only be placed on *YouTube* by the Community Affairs and Media Relations Office. *YouTube* may be used for job recruitment or other marketing purposes. Links from the Town website leading to *YouTube*, except to content created by the Town, are not permitted.

Facebook (or other similar website) – Approved content will be posted on the Town's *Facebook* page by the Community Affairs and Media Relations Office. Content should be static and

communications should point back to the Town website. Links from the Town website leading to *Facebook*, except for the Town's public *Facebook* page, are not permitted.

Twitter (or other similar website or message broadcast system) - Approved content may be posted on the Town's *Twitter* page by the Community Affairs and Media Relations Office. Content should be static and communications should point back to the Town website. Links from the Town website leading to *Twitter*, other than content on *Twitter* created by the Town, are not permitted.

Blogs (or other similar message posting or discussion media) – Blogs may only be created by written approval of both the Community Affairs and Media Relations Office and Town Manager. Content should be static and communications should point back to the Town website. Links from the Town website leading to a blog, other than a blog created and maintained by the Town, are not permitted.

Customer Procedures:

- Submit a request to the Community Affairs and Media Relations Office as part of your Marketing Plan (this can be found on the Z drive, under Media Relations).
- Department Directors or their designees will be responsible to create content for the Community Affairs and Media Relations Office to place such content on a third-party website or other electric media.

Communications Affairs and Media Relations:

- Review application of request and determine if request meets requirements.
- Establish success measurements, if applicable.
- Review content (video, graphic and text) prior to approving posting.
- Meet with Town Manager to discuss content requested to be posted.

Network Security Procedures:

- Open Internet access to Primary and Secondary Content Producers to applicable website.
- Provide Internet access logs when applicable.