

## **E-Government Policy**

### **PURPOSE**

The purpose of the City Website is to provide information of the City's choosing to the public in order to conduct the City's business and promote the City's goals as guided by City Council. The City's Website is intended to serve the City's need to make useful and practical information available to residents, businesses, and visitors which facilitates provision of a City service or furthers another specifically articulated purpose of the City.

### **SCOPE OF APPLICATION**

This policy is applicable to the City's Website and any internet or intranet webpage which represents itself as the City of Rock Island or any of its departments, referred to here as eGovernment.

### **POLICY**

1. **Content Development**: Content to be placed on the City Website shall be approved for posting by an authorized member of City staff to promote City goals whenever possible. The City Manager is authorized to develop specific content guidelines consistent with this Policy. Content must be viewpoint neutral. Content's specific and limited purpose is to promote greater awareness of city services and programs, general tourism, promote the general development of industry, and promote the general economic welfare within the City of Rock Island.

All eGovernment sites should clearly indicate that they are maintained by the City of Rock Island and shall have City of Rock Island contact information prominently displayed, including physical address, phone number, email contact, and website. Each eGovernment page should have the Rock Island brand.

The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Any of the following forms of content shall not be allowed for posting:

- Profane language or content;
- Personal attacks or slander;
- Politicking or lobbying for a candidate or cause;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content

- Solicitations of commerce;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;

2. **Public Records Law**: City of Rock Island eGovernment is subject to the State of Illinois public records laws.
3. **Retention**: Relevant City of Rock Island records retention schedules apply to eGovernment content. Records required to be maintained pursuant to a relevant records retention schedule shall be maintained for the required retention period in a format that preserves the integrity of the original record and is easily accessible.
4. **Email addresses**: Email addresses obtained through eGovernment will not be sold or given to other private companies or organizations. The information collected is subject to the access and confidentiality provisions of the Public Records Act, other applicable sections of the Illinois code as well as Federal laws. Email or other information requests sent to eGovernment may be maintained in order to respond to the request, forward that request to the appropriate department within the City, communicate updates to the City page that may be of interest to citizens, or to provide the City's Human Resources Assistant with valuable customer feedback to assist in improving the site. Individuals can cancel any communications at any time.
5. **Electronic Signatures and Payments**: The City of Rock Island is committed to data security and the data quality of personally identifiable information that is either available from or collected by our Website and has taken reasonable precautions to protect such information from loss, misuse, or alteration.
6. **Be Transparent**: The City will be transparent in all eGovernment. Real names will be used, and contact information provided.
7. **Your Responsibility**: Participation in eGovernment computing on behalf of the City of Rock Island is the responsibility of the writer, and staff participating in eGovernment must follow this policy.

## **Linking**

Although most of the content contained on the site is created by City staff and officials, there are, at times, reasonable and desirable needs for links to web sites outside the span of control of the municipality.

It is the intent of the City that its website is not generally available for linkage to an entire class of speakers, but its city government activities, general tourism, industry, and economic welfare within Rock Island, as well as websites owned and operated by other local, state, and federal governmental organizations.

## **Cookies**

By visiting the City's website, you accept the use of cookies for targeted advertising and/or recording visitor's statistics for the purposes of promotion of city services.

## **eBlast**

The City has created eBlasts to provide citizens with information about the City of Rock Island and about activities and events going on within the city. eBlasts created by the City are intended to provide information about city government and the community. eBlasts are defined as having 50 or more recipients.

## **Rules of eBlast**

- Content is from a City department or a non-profit organization may be allowed to promote a specific activity, meeting, event or ongoing program when it is deemed of community benefit. Preference is given to City content.
- All eBlast users and content groups must be approved by the City Manager.
- eBlast scheduling needs to be approved by the Human Resources Assistant.
- eBlasts must comply with the Federal Trade Commission's CAN-SPAM ACT.

## **Social Networking (i.e. Facebook & Twitter)**

The City's social networking sites provide City officials and departments with the ability to have conversations with the public in relation to the governance of the City. These conversations provide the public with the opportunity to submit comments. Submission of comments by members of the public constitutes participation in a limited public forum.

## **Rules of Social Networking**

- All City social networking pages/sites must be approved by the Human Resources Assistant and City Manager before being created. In order to gain approval, all social media pages/sites must have a written objective and marketing goals, staff identified as the Social Media Moderator and a backup individual, and a written approval from their Department Head.
- City Social Media Moderators shall allow comments that are topically related to the particular post being commented and thus within the purpose of the limited public forum, with the exception of the prohibited content listed in Content Policy above.
- All City Social Media Moderators shall be trained regarding the terms of this policy, including their responsibilities to post at least once a week, to try to include links to the City website when applicable, to share information on other City's Facebook pages, to review content posted at least three times a day, during normal business days from 8 am to 5 pm, to ensure compliance with the Content Policy.
- City post authors and public commenters shall be clearly identified. Anonymous postings shall not be allowed.
- The content of each City post shall be owned by and the sole responsibility of the department producing and using the social networking site. It shall also be each department's responsibility to monitor and respond to any comments resulting from each department's posts.
- Only City sponsored notices or events shall be posted by City departments.

### **Social Media (i.e. YouTube)**

The City will use social media sites to share video, photos and written words about the City. Social media sites are maintained by the Human Resources Assistant. All social media users are approved by the City Manager.

### **Rock Island News**

Rock Island News items are posted on the home page of the City's Website, and then archived on another page. All media releases produced by City staff and officials shall be posted on the site as a Rock Island News Item.

Rock Island News item topics and content must be approved by the City Manager.

### **Calendar Postings**

Request for a calendar posting must be from a City department to promote a specific City activity, meeting, or event lasting less than one week. Approval of all calendar postings is made by the Human Resources Assistant.