

THE MUNICIPALITY OF SOUTHWEST MIDDLESEX
BY-LAW NO. 2014/093

**Being a By-law to Adopt Policies:
Communication
Social Media
Web Site**

WHEREAS the *Municipal Act, 2001* permits municipalities to pass by-laws to govern the services provided by the municipality;

AND WHEREAS it is deemed necessary and expedient to establish a "Communication Policy", a "Social Media Policy" and a "Web Site Policy" for the Municipality of Southwest Middlesex;

NOW THEREFORE, the Council for the Municipality of Southwest Middlesex enacts as follows:

1. That pursuant to the provisions of the *Municipal Act, 2001*, the Communication Policy attached as Schedule "A" to this By-law, is hereby adopted.
2. That pursuant to the provisions of the *Municipal Act, 2001*, the Social Media Policy attached as Schedule "B" to this By-law, is hereby adopted.
3. That pursuant to the provisions of the *Municipal Act, 2001*, the Web Site Policy attached as Schedule "C" to this By-law, is hereby adopted.
4. This By-law shall come into force and effect on the date of passing.

Read a first and second time this 10th day of September, 2014.



Mayor



Administrator/Clerk

Read a third time and finally adopted this 10th day of September, 2014.



Mayor



Administrator/Clerk

12/1/2013

Communication Policy

Municipality of Southwest Middlesex



Communication Policy

Municipality of Southwest Middlesex

Purpose of the Policy

This policy and guide is proposed as a guiding procedural document to ensure a consistent, standard practice that reflects the Municipality's commitment to customer service excellence and accessibility. It shall also ensure that Southwest Middlesex communication practices are open, inclusive, transparent, effective and well-managed in accordance with the public notice and engagement guiding principles, communications standards, Accessibility policy and any other related policies and procedures in order to meet the needs of the community.

Policy Scope

This policy applies to all forms of communication to and from Southwest Middlesex with the community including but not limited to electronic, printed and verbal communications.

Practical

Standards/Goals

Southwest Middlesex customer service values are to be reflected in all communications:

Accountability

Customer service is everyone's responsibility

Dedication

"Go the extra mile" to provide excellent service to our residents – they are the reason we are here

Honesty

Always fulfill your commitments. If you say you are going to do something, do it!

Innovation

Strive to continuously improve service. Leave our residents feeling satisfied with the information, program or service they receive from the Municipality

Respect

Treat the public with respect and build strong, lasting relations wherever possible

Teamwork

Through teamwork and sharing of our knowledge and experience we will achieve our commitment to customer service excellence

Telephone/Voice Mail

- Answer calls within three rings if possible
- Update voicemail with informative messages as required
- Check voicemail daily unless there is an extended absence notification
- Respond to high priority (related to public safety) voicemail within one business day
- Respond to voicemail by end of next business day

Written Correspondence (emails, letters, memos, faxes, etc.)

- Respond to relevant email by end of next business day
- Respond to high priority (related to public safety) emails within one business day
- Respond to faxes, letters and memos within 15 business days of receipt
- Correspondence intended to bind the Municipality shall be in written hardcopy and signed by authorized persons. Discussions conducted by email in respect of agreements involving the Municipality should be followed up with written hardcopy signed by persons with authority to bind the Municipality.

In Person

- Attend to walk-in customers immediately
- Serve customers in the order in which they appear – the only exception occurring when a customer has a scheduled appointment

After-Hours Inquiries (see also Blackberry Use policy)

- All after-hours high priority or public safety issues should be directed to the Municipality's after-hours emergencies line at 519-287-2513
- To maintain work/life balance respond to general inquiries received during non-business hours (evenings, Saturdays, Sundays and statutory holidays) by end of next business day

Response Times (see also Blackberry Use policy)

- If unable to respond fully within the required amount of time, provide a response time estimate based on the complexity of the inquiry and availability of staff. Total time should not exceed 15 business days where possible

Corporate Logo

The corporate logo identifies the Municipality of Southwest Middlesex and is used to represent Municipal programs, services and facilities. The graphic conveys an open and inviting feel that embodies the values of the Municipality in serving its residents, businesses and visitors. The logo is permitted for use by the Municipality of Southwest Middlesex only.

Use of corporate logo:

- Electronic files found on the intranet are the only files of the logo that should be used. Logos from previous work or from web pages should not be used
- Do not alter the master logo file – colour, size or position relationship of the symbol or wording
- Make the logo prominent on all materials – leave appropriate space around the logo
- Use corporate colours when appropriate.

Procedure

Southwest Middlesex values open two-way communications that involve working with the community in a co-operative and collaborative way to share information and to provide opportunities for open and constructive dialogue.

The following communication types highlight the Municipality's commitment to sharing and receiving information, being accountable and transparent and involving all members of the community.

Official Language

English is the language of business for the Municipality. Southwest Middlesex attempts to use plain language to present information so that it is easy to read, understand and is more accessible.

External Communications

Southwest Middlesex follows the communication standards above concerning the corporate logo and plain language.

Southwest Middlesex Website

The municipal website www.southwestmiddlesex.ca is the Municipality's primary source of information exchange with the community. Information on the municipal website is updated regularly as new information and new technologies are enhanced.

Social Media

All social media releases and community advisories will be posted to the social media channels as necessary in accordance with the Southwest Middlesex Social Media Policy.

Newspaper

The Glencoe Transcript & Free Press newspaper is the designated community newspaper for notification as required by legislation. The Chronicle (West Lorne) and Strathroy Age Dispatch may also be used within budget availability.

Other newspapers and magazines may be used to communicate with specific audiences at the determination of department heads.

Media Releases

All media releases and community advisories are published on the website and circulated to members of council and the Municipality's senior management team

Southwest Middlesex Publications, Flyers, Brochures

Southwest Middlesex uses publications, flyers and brochures to keep the community informed of programs, services and current events of the Municipality. Such publications, flyers and brochures can be found in pamphlet racks inside the municipal office and community centres

Radio and Television

Radio and television notification and communication may be used at the determination of the Administrator/Clerk and within budget constraints

Presentations

Employees of the Municipality make presentations on behalf of the corporation to promote programs and services and engage the community. Presentations made by municipal employees should be approved by the appropriate department head.

Internal Communications

The Administrator/Clerk will ensure the release of information that connects employees and promotes Southwest Middlesex strategic priorities through a variety of vehicles. These vehicles include but are not limited to the intranet, e-newsletter, meetings, posters, e-mail and flyers.

Community Information

The Municipality supports the outreach of community information and makes available the following resources for such communication:

Bulletin Boards

In 2014 the Municipality has 5 community bulletin boards located throughout the community that allow Southwest Middlesex community to post information. Posting of information can be done by an individual in most instances. Southwest Middlesex has the right to remove any material that it deems unsuitable.

The locations of the community bulletin boards are:

1. Municipal Office – 153 McKellar Street, Glencoe, ON
2. SWM Arena – 138 Mill Street, Glencoe, ON
3. Ekfrid Community Centre – 48 Wellington Avenue, Appin, ON
4. Wardsville Masonic Hall – 21996 Hagerty Road, Wardsville, ON
5. McArthur Park – 4421 Longwoods Road, SWM (posting by municipal staff only – locked access)

Community Pamphlets, Flyers and Information

Municipal Office	Community Centres	Libraries
Non-Profit, Not-for-Profit and community information may be placed in the pamphlet rack located near the main entrance at the municipal office. Requests for posting information should be made to the Administrator/Clerk with approval based on the capacity for display and space availability.	Requests for posting of community information at the community centres should be made directly to the Facilities & Recreation Manager. All requests must be approved by the manager and approval will be based on the capacity for display and space availability at each centre.	Requests for posting of community information in the local libraries should be sent to the Middlesex County Librarian for approval.

Community Mobile Sign

Southwest Middlesex has one mobile sign at the arena for 9 months of the year and at the swimming pool for 3 months of the year which is used predominantly for arena and swimming pool functions. During times when the arena and pool do not have information to post on the sign consideration will be given to displaying messages which advise of charitable or community services or events and which do not promote a business or products in accordance with the sign by-law.

The Municipality does not generally advertise on behalf of community organizations or groups, businesses or associations but will give consideration to requests on a case-by-case basis when the sign space is not needed by the municipality.

Responsibilities/Administration

Employees

Employees are responsible for complying with this procedure

Members of Council

The Mayor is the principal spokesperson for Council (person speaking on behalf of Council). As the Head of Council the Mayor will reflect the position taken by Council on any specific issue.

Members of Council should only speak on behalf of Council on issues where Council has taken a clear position. When reflecting their own views, members of Council should take into consideration that they may be perceived as speaking on behalf of Council.

Administrator/Clerk

The Administrator/Clerk is the administrative spokesperson for Southwest Middlesex. The Administrator/Clerk will work with the Mayor and council to foster positive and open dialogue with all stakeholders.

The Administrator/Clerk will approve all media releases with the exception of those released by the Community Control Group (Emergency response).

The Administrator/Clerk will ensure that communications support the strategic direction and corporate policies of the Municipality and shall be in plain language wherever possible; also ensuring that comments made to the news media are accurate.

Department Heads/Committee Chairpersons

Department Heads and Committee Chairpersons act as spokespersons in their area of responsibility and shall provide information such as public notices and program information for stakeholders. Each department will deal with inquiries applicable to their department.

12/1/2013

Social Media Policy

Municipality of Southwest Middlesex



Social Media Policy

Municipality of Southwest Middlesex

Purpose of the Policy

The social media policy provides principles and guidelines that will govern the Municipality's participation in social media. It also provides guidance and protocols and defines roles and responsibilities for the content and administration of the Municipality's social media accounts.

Policy Statement

The Municipality of Southwest Middlesex is committed to openness and transparency and the value of engaging the public in meaningful conversations regarding municipal programs, services and policies. The municipality recognizes that social media provides valuable opportunities to communicate with the public and provide timely, accurate and helpful information.

The municipality supports the following principles in the administration of social media:

- Promote engagement and a culture of two-way communication to build trust and relationships
- Provide timely, accurate and responsive information
- Present a professional, respectful and positive public image
- Support transparency and accountability
- Provide factually accurate information
- Promote approachability and authenticity

In order to reach as many people as possible the municipality continues to engage in traditional media as well as social media. The primary purpose of social media is to take part in ongoing conversations of interest to the municipality, disseminate brief messages quickly, provide links for further information and promote municipal-sponsored activities.

Site Selection

Department Heads or their designate will act as site administrators to provide oversight and administration for municipal social media sites. The municipality may maintain a variety of corporate social media accounts such as a *Facebook* Page, a *Twitter* Account with consideration being given to a *LinkedIn* Account and to utilizing *YouTube* where deemed appropriate. New accounts if deemed necessary may be established from time to time on approval of council. Establishment of new accounts will result from research to validate the need and affordability including added benefits and costs, a manageable content approval process, demonstration that new sites will not interfere with the municipality's other communication channels, legal concerns and required resources.

Social networking applications will be executed following the same guidelines as other Southwest Middlesex communications.

Content

Content and conversations on social media should be professional and intended to inform and engage. Information posted by the municipality is accurate, relevant and consistent with corporate policies and protocols. Only properly authorized staff (site administrators) will post content and comments on the municipality's social media sites. Administrators will respect confidentiality and sensitivity of information, including financial and business information, privileged information, legal advice, personal information, home addresses and telephone numbers or any information not generally available to the public.

Municipal participation in social media reflects established municipal values and supports the policies, programs and municipal decisions of the municipality, its public agencies and other levels of government. Site administrators ensure that privacy, confidentiality, copyright and data protection laws are respected.

Unsuitable Content

The site administrators monitors all municipal social media and may remove any post with unsuitable content as described below and may block/ban users for repeated violations of its social media guidelines. This is stated in the municipal disclaimer on each site. Some examples of inappropriate content include but are not limited to the following:

- Comments that are profane, abusive, threatening, harassing, intimidating, hateful or intended to defame any person or organization
- Content considered to be disrespectful or insulting to municipal staff or representatives
- Comments that suggest or encourage illegal activity
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, gender identity or sexual orientation
- Sexual content or links to sexual content
- Content posted by persons whose profile picture or avatar, username or e-mail address contains any of the aforementioned unsuitable content
- Solicitations or advertisements including promotion and endorsement of any financial, commercial or non-governmental agency
- Information that may compromise the safety or security of the public or public system
- Messages not supported in the municipality's current advertising protocol
- Comments that are topically unrelated to the issue
- Public disclosure of personal and confidential information
- Religious and political messages
- Promotional messages for personal gain or personal solicitation
- Harmful software, viruses, Trojan horses or malware in any form
- Data that could reasonably be expected to cause directly or indirectly strain on any computing facilities or interfere with others use of the service such as chain letters and mass mailings (spam)
- Commercial endorsement or solicitation
- Confidential and personal information
- Jokes, slurs or innuendos
- Content for the purposes of promoting a candidate for any election or appointed office
- Content that violates intellectual property rights of any other party

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- Content that contains personal information about an identifiable individual other than the individual posting the content

Negative Comments

The municipality invites the public and interested parties to share and discuss their opinions provided that all comments remain respectful. The site administrators respond to questions and comments that are consistent with the Municipality's social media guidelines and policy and do this within a reasonable timeframe.

Some level of criticism is expected and this presents an opportunity to participate in the ongoing conversation, correct misinformation and deliver service. Negative comments should be responded to using constructive feedback rather than censorship.

It is sometimes appropriate within the professional judgement of the site administrators to allow public commentary to take its course without municipal intervention.

External Links

Content that contains links to other external sites are permitted providing they link to:

- Committees of council
- Established non-profit or public Southwest Middlesex organizations recognized by and endorsed by the municipality
- Other government agencies
- Educational institutions

During a municipal election year links to sites operated by or on behalf of candidates including current members of council will be removed as of the date that candidates file their nomination papers.

Disclaimer & Terms of Use

Each municipal social media site will contain a disclaimer such as the example shown below:

"This site is maintained by the Municipality of Southwest Middlesex for the purpose of providing useful information and relevant dialogue. It is informal and should not be considered official communication from the municipality. For official information on the Municipality of Southwest Middlesex and its programs, services and policies please visit southwestmiddlesex.ca. The views of external participants commenting on this site do not necessarily represent those of the Municipality of Southwest Middlesex."

The municipality monitors this site during regular business hours, Monday to Friday from 8:30 a.m. to 4:30 p.m. excluding statutory holidays. We cannot commit to replying to all comments or moderating all discussions on this site."

Content

"All information provided by the municipality on this site is for information purposes only and is subject to change without notice."

This site may also contain information that is posted here by a variety of public sources. Except as otherwise noted these are the personal responsibility of the persons who post the entries. In no event shall the Municipality of Southwest Middlesex be held responsible or liable, directly or indirectly for any damage or loss in connection with the use of or reliance on any posting, content or information provided by another party on this site.

The municipality expects that participants will treat each other with respect. When you participate in this site you assume personal responsibility for your comments, your user name and any information you provide. We reserve the right without notification and at our sole discretion to remove any objectionable content posted by the public. Objectionable content includes but is not limited to: personal attacks and harrasment of any kind; pornography; language that is considered threatening, defamatory, abusive, vulgar, hateful or racist; content that suggests or encourages illegal activity or incites violence. We may delete comments that are spam, are clearly "off topic" or that promote services or products. Comments that make unsupported accusations will be taken out of the discussion. Any individual who repeatedly violates those terms of this policy will be blocked from posting to this page.

The appearance of external links on this page does not represent official endorsement by the Municipality of Southwest Middlesex.

The municipality does not accept responsibility for ads, videos, promoted content or comments accessible from any external web site and we do not control or guarantee the accuracy, relevance, timeliness, or completeness of information contained on a linked website. We do not endorse the organizations sponsoring linked websites or the views they express or the products/services they offer.

Users are hereby notified that they are all fully responsible for the content they load on this site or any related links. The user is responsible for all copyright and intellectual property laws associated with this content."

Loss and Damage

We have taken reasonable precautions to ensure there are no viruses associated with this page and advise we are not responsible for any loss or damage resulting from your use.

Personal Information

Facebook, Twitter, LinkedIn and YouTube are third party service providers that may collect, store and manage your personal information whenever you access and use this site. Please refer to their terms of service and/or privacy statements for particulars. Note that the Municipality of Southwest Middlesex has no control over what is done with your personal information.

Your personal information is also collected here for the purpose of including your posts on this page and for the purpose of engaging in an interactive dialogue and does so under the authority of the Municipal Act, 2001 (Ontario) subject to compliance with the Municipal Freedom of Information and Protection of Privacy Act (Ontario) ("MFIPPA"). We reserve the right to reveal identity information in the event of a complaint or legal action arising from any posts.

If you have any questions about the municipality's collection of personal information through this page please contact:

*Administrator/Clerk
153 McKellar Street, P.O. Box 218*

Copyright, Branding and Logos

Intellectual property issues (e.g. copyright, trademark, brand names, logos, moral rights to a work, etc.) exist and must be respected. Proper permission to use others' intellectual property will be obtained prior to usage.

Personal Use

The municipal social media presence is for corporate purposes only. Outgoing messages of a personal nature will not be posted on Southwest Middlesex social media. Only the site administrators post municipal content to municipal social media sites. Other municipal employees are not permitted to represent the municipality on these sites. Municipal employees who participate in conversations on the Southwest Middlesex social media sites do so as third party visitors and as such are personally responsible for their comments, usernames and information posted.

Administration

General Guidelines

Department Heads will serve as the site administrators for the Municipality's online communication strategy. All municipal activity on social media will be approved by the Administrator/Clerk and department heads as required. Login and passwords for the sites are confidential information and will be stored under the supervision of the IT department.

Control of Content

The following information will be permitted on Southwest Middlesex Social Media sites.

- Information pertaining to Southwest Middlesex business and municipally sponsored events and activities
- Information pertaining to Southwest Middlesex recreation associations
- Information pertaining to public health and safety (such as road closures, inclement weather, etc.)

The following is to be considered in the development of Social Media Content for existing and/or new sites

Create a Plan including:

1. Objectives that advance departmental goals while supporting corporate objectives
2. Audience
3. Messaging and tone
4. Strategy
5. Tactics
6. Management Processes
7. Issues Management
8. Monitoring and Measurement

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9. Rollout schedule
 10. Budget

The site administrator works collaboratively with staff to ensure that information published online about activities is accurate, easy to understand and responsive to public inquiries. The site administrator reserves the right to edit or remove content from the municipal social media sites where it is deemed unsuitable, inappropriate or in violation of this Social Media Policy.

Southwest Middlesex's website (www.southwestmiddlesex.ca) will remain Southwest Middlesex primary and predominant internet presence for in-depth information, forms and online documents. All social media sites used will direct visitors back to the appropriate section of the website.

Each department shall be responsible for ensuring the clarity, accuracy and relevance of content posted on the social media sites. Consultation by site administrators with department employees on a weekly basis is recommended for the development of online content relevant to their department. This practice is also recommended for municipal website content to increase the municipality's ability to provide up-to-date relevant information.

The municipality will retain any content that is edited or removed from a social media site as per the Southwest Middlesex retention policy; the time, date and the reason it was edited or removed will be recorded.

Source of Content Information

The site administrators rely upon municipal departments to provide ongoing information as content for keeping the sites up-to-date. The site administrators are responsible for ensuring the clarity and relevance of posted content and for consulting with department employees weekly to develop online content relevant to their department.

Privacy Act and Record Retention

Social media content generated by the municipality are records owned by the Corporation and are a 'public' record subject to the rules of the *Municipal Freedom of Information and Protection of Privacy Act* (and other provincial and federal laws). This includes information classes unique to social media including lists of subscribers and posted comments.

Each municipal site will include in its disclaimer a clear indication that any articles and any other content posted or submitted for posting are subject to public disclosure.

Content that is considered to be transitory records of the municipality may be deleted/purged from the page as soon as they are no longer needed.

Policy Compliance

The Southwest Middlesex Social Media Policy applies to all municipal departments. All new and existing employees will be given a copy of the Southwest Middlesex Social Media Policy. Department Heads are expected to ensure that staff under their supervision are aware of this policy and take appropriate measures to ensure compliance.

All Southwest Middlesex social media activity must also comply with relevant municipal policies, standards and by-laws including but not limited to:

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- Southwest Middlesex Information Technology Policy
 - Southwest Middlesex Accountability & Transparency Policy
 - Southwest Middlesex Workplace Violence and Harassment Policy
 - Municipal Freedom of Information and Protection of Privacy Act
 - Southwest Middlesex Vision and Guiding Principles

Monitoring

The site administrators will monitor social media sites on an ongoing basis to track conversations and ensure that all content is in compliance with the policy guidelines. Inappropriate content is immediately recorded for record-keeping purposes and deleted.

Protocols

Oversight provided by the site administrators will:

- Monitor social media sites to track public conversations on topics of interest to the municipality
- On the basis of this review , respond to comments and inquiries as appropriate and in accordance with the general communication protocol
- Consult regularly with designated representatives of municipal departments to collect raw content and package appropriately for the municipality's social media sites
- Endeavour to post municipal content to Facebook once per week and to twitter one to three times per week
- Record any content that is inappropriate and removed this from the municipal sites
- Report regularly on the results of all monitoring and measurement activity

12/1/2013

Website Policy

Municipality of Southwest Middlesex



Website Policy

Municipality of Southwest Middlesex

Purpose of the Policy

The purpose of this policy is to provide staff with guidelines for updating website content to ensure that the Southwest Middlesex website is up to date, accurate, accessible and easy to use; protect the reputation and brand identity of the Municipality and to limit the liability of the Municipality and its employees.

Scope

This policy applies to the Municipality's website www.southwestmiddlesex.ca as well as any other approved Municipal websites or online social media sites.

Procedure

Criteria for publishing content to the website

Content must be approved by appropriate department and must include requirements for plain language and accessibility.

Content must be regularly reviewed by the content owner to ensure it is kept accurate and up-to-date. The website must not be used as a document archive. Out-of-date information should regularly be removed from the site.

If content is adapted from a third party source, proper copyright permissions or acknowledgements must be documented.

Process for publishing material to the website

Departmental content owners will create text and identify and collect any appropriate pictures or graphics that accompany the text and seek necessary content approvals. Departmental content owners should seek advice and input from department heads and/or the Administrator/Clerk to ensure proposed content adheres to SWM identity and web accessibility standards.

Departmental content publishers will be responsible for ensuring content meets web content and accessibility standards and then posting information to the website in a web-friendly, accessible format.

The web coordinator or her/his designate will be responsible for final review and publishing to the live site.

Website Styles and design

Web styles, graphic design and the look and feel of all Municipal websites/social media must be aligned with the Municipality's approved identity

Disclaimer

While the Municipality will make every effort to ensure the accuracy and completeness of website content the Municipality does not guarantee the quality, accuracy or completeness of any information of this website. In the event of a discrepancy between content on the website and the information contained in official records of the Municipality the information contained in official records of the Municipality will be deemed as accurate.

External communications received through southwestmiddlesex.ca, other Municipal web properties or any associated social media site shall in no way be deemed to constitute official legal notice to the Municipality or any of its agencies, officers, employees or representatives.

Privacy Policy

The Municipality respects the privacy of its web visitors. The municipality will not sell, trade, rent or otherwise disclose to third parties the personal information provided by web visitors.

A Notice of Collection containing the following information will be provided whenever personal information of this type is collected:

- a. the legal authority for the collection;
- b. the principal purpose for which the personal information will be used; and
- c. the title, business address and business telephone number of the employee in your department who can answer questions about the collection.

Legal Information

Information on any Municipal web page is the property of the Municipality of Southwest Middlesex and is protected by copyright.

Southwest Middlesex makes no representation, warranty or guarantee as to the content, accuracy, currency or completeness of any information provided on any municipal website and is not responsible for any direct, indirect, incidental or consequential damages that may arise or for the use of or the inability to use any web content or materials contained on any webpage.

Southwest Middlesex does not make any representation or warranty, expressed or implied concerning the accuracy, quality, likely results or reliability of the information contained on externally linked websites.

Accessibility

Southwest Middlesex will strive to create a consistently high level of usability for our entire audience across all of our websites. Southwest Middlesex will work to ensure its content meets or exceeds a Level A compliance of the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines 2.0 and any other Accessibility requirements.

External Linking

The Municipality may at its sole discretion permit links from the Southwest Middlesex website or other web properties.

Southwest Middlesex will consider posting external links on its web properties as appropriate if the link is directed to the website of:

1. An official government website (municipal, regional, provincial, federal)
2. A government funded agency or board

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3. A Municipally affiliated organization or local board (direct partnership by way of funding, staff resources or in-kind contributions)
 4. A major community tourist attraction or event that enhances the image of the Municipality as determined solely by Southwest Middlesex
 5. An official town or event sponsor
 6. A Member of Council external website

External links will be removed by the Municipality without notice if but not limited to any of the following conditions apply:

1. The site no longer meets the conditions listed above for acceptable external links;
2. The information on the site becomes inaccurate and/or not trustworthy
3. Page formatting, lengthy download items or intrusive ads make accessing information difficult;
4. The link returns a “not found” error for more than 72 hours;
5. The site promotes alcohol and other addictive substances, the sale of tobacco, pornography or the production, distribution and sale of weapons and other life-threatening products;
6. The site presents demeaning or derogatory portrayals of individuals or groups or contains any message that is likely to cause deep or widespread offence;
7. The site promotes religious or political messages that might be deemed prejudicial to other religious or political groups;
8. The site and content does not comply with municipal, provincial or federal legislation or other Municipal policies.

Notwithstanding the above criteria the Municipality reserves the right to post, refuse to post or to delete links at any time without notice.

Requests for external link

Requests to add an external link to the Southwest Middlesex website according to the criteria listed above should be submitted in writing to the Southwest Middlesex web coordinator for consideration.

The Administrator/Clerk will ensure the release of information that connects employees and promotes Southwest Middlesex strategic priorities through a variety of vehicles. These vehicles include but are not limited to the intranet, e-newsletter, meetings, posters, e-mail and flyers.

Responsibilities/Administration

1. The Administrator/Clerk in consultation with Southwest Middlesex council will be responsible for approving the establishment of any Municipal websites, determining the appropriateness and priority for adopting new web applications, social media tools or accounts and providing input and strategic direction to the Municipality’s web coordinator as required.
2. The assigned department staff from Administration and Finance along with the web coordinator are responsible for the day-to-day monitoring and updating of the Southwest Middlesex website tools, content and images and external links. The web coordinator will be responsible for determining and managing day-to-day operation of the website including approving the addition or removal of external links, management of social media tools, development of appropriate Municipality-wide web analytics and bringing forth issues to the Administrator/Clerk and municipal council for direction where required.

All staff working regularly on the website will endeavour to review procedures annually to ensure they are in line with the business direction and are on par with current technologies and industry standards and best practices. Regular review will determine the direction of information technology plans, projects, service levels, objectives, aims and goals.

All procedures will be developed in accordance with standards, legislation and regulations while in-line with auditable and recognized practices.

3. Departments will be responsible for creating, monitoring and updating their approved content on the Southwest Middlesex website. Departments that manage individual web properties will be responsible for the updating and maintenance of those sites.

4. The IT staff will be responsible for the technical support for the Southwest Middlesex website (southwestmiddlesex.ca) as well as an other approved Municipal web or social media site. IT will have the opportunity to review all departmental requests for new web-based tools or applications and provide recommendations to Southwest Middlesex council. IT will provide day-to-day technical support.

The IT staff in consultation with the web host will endeavour to ensure continuous service, that systems and technology will be used in a responsible and ethical manner in order to safeguard the systems, sensitive information and employees from unwanted attacks.

5. Individual councillors will be responsible for providing content for their official webpage on southwestmiddlesex.ca. Members of council may link to their personal sites or include their social media feeds on the Southwest Middlesex webpage for council. During a municipal election year such linkages to council personal sites will be removed as of the date nomination papers are filed.