

Type	POLICY		Policy No	POL-1704
Title	Website and Village Update Content Policy			
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Date	May 10, 2017		Version	1
Issued for	Regular Council Meeting – May 16, 2017			

PURPOSE

The purpose of this policy is to provide guidance to users of the Village of Lions Bay (the “Municipality”) website.

POLICY

1. All content (textual and visual) on the Municipality’s website and the Village Update should contribute to a professional and unified corporate brand, be accurate, up-to-date, visually pleasing, easy-to-read and easy-to-find.
2. In addition to information and services pertaining to the Village of Lions Bay, the Municipality's website may also contain information that a reader should reasonably expect to find on municipal government websites, including links to other orders of government, community groups that receive support from the Municipality, Lions Bay cultural information, events posted to the community calendar, and partnering agencies on Village of Lions Bay projects.
3. There are specific parameters under which the Municipality will post content from a third-party organization to the website and to the municipality’s electronic newsletter, the Village Update.

(a) Posting External Links

- (i) The Municipality 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 Village of Lions Bay affiliated organization.

- An organization receiving a Village of Lions Bay community grant.
- A major community tourist or cultural attraction or event as determined solely by the Municipality.
- A professional association.
- A business, organization or association working in partnership with the Village of Lions Bay to the extent of such partnership.
- A company that has contracted to work with the Municipality.
- Artist-in-residence, and artists commissioned by the Village of Lions Bay to create and/or display public art.
- Events or activities that are posted to the Village of Lions Bay community calendar.
- Organizations or initiatives referred to in a Village of Lions Bay media release.

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

- Personal websites.
- Business or service club websites that are not performing approved service work for the Village of Lions Bay.
- Political parties or sites that are of a clear political nature.

(iii) 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 and in its sole discretion.

(b) Removing external links

(i) External links will be removed by the Municipality 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 the Municipality'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 violate the Municipality's anti-bullying and harassment policies or in other ways does not conform to the Municipality's goals of inclusion;
- The site and content does not comply with municipal, provincial or federal legislation.

(c) Requesting an external link

- (i) Requests to add an external link to the Municipality's website, according to the criteria listed above, are to be submitted to the Office Coordinator by email for consideration by the Chief Administrative Officer (CAO).

(d) External link policy enforcement

- (i) All sites may be reviewed by Municipal staff to ensure that, in the sole opinion and discretion of the Municipality, they meet and are in keeping with the above criteria.
 - (ii) Enforcement of the above linking 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 CAO.
4. Information to be circulated by the electronic Village Update will be compiled and sent by Village staff once per week on Fridays, or Thursday where the Friday falls on a holiday. In cases where information relates specifically to health and safety matters, legislative requirements or where time constraints exist, the Village Update may be sent more than once per week. No advertising is permitted in the Village Update, the content of which is intended to reflect the following:
- Mayor and Council Articles
 - Council and Committee Info

- Lions Bay Volunteer Committees
- Grants
- Coastal Fire Centre Newsletters
- Emergency Information
- Public Works Notices
- Lions Bay Fire Rescue Information
- Village Office Notices
- Village Hall Programs/Info
- Similar types of information to be disseminated to the community at large

Such content may include a business logo identifying a sponsor of a Lions Bay volunteer or community group, but there must be no link to the sponsor's business. Alternatively, an event notice from a volunteer or community group may include a simple "Thank you to our sponsor(s) _____", or "Thanks to all our generous sponsors", or similar short acknowledgement.

5. Mayor and Council articles in the Village Update are intended to serve the purpose of informing and educating readers about a variety of topics of interest to residents and to invite feedback to Council and/or staff. While it is recognized that each elected official will have their own style of communication, information should be presented in a fair and factual manner within the limitations of the platform provided. The opportunity afforded to each member of Council in relation to topics of interest to residents is to advance communication of such topics in a positive and constructive manner. The space is not intended to be a forum for debate of Council policies or decisions that have been made, or issues of substance or process, which are best suited to discussion in an open Council meeting. Ultimately, the CAO as editor of the Village Update is entrusted with the responsibility to work with the author to refine the content in the best interest of the Municipality, but may choose to publish or not publish the article in the event of an impasse.
6. This website contains links to other websites. The Village of Lions Bay 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 the Municipality's community calendar that has been submitted by a member of the public. The Municipality does not endorse any products or services that may be referenced or linked on this website.
7. There are parameters under which the Municipality will post events and activities to the Community Calendar.

(a) Community calendar postings

- (i) Village of Lions Bay staff post information regarding activities, programs, meetings, events and festivals on the Municipality's website calendar. The Municipality reserves the right to post any additional events to its website calendar it deems to be in the community's interest.

(b) Criteria for publishing events on the community calendar

- (i) Members of the public may submit event information for inclusion on the Municipality's website community calendar if that event is open to the general public and occurs on Municipal property.
- (ii) Events submitted by the public will not be published on the Municipality's website calendar if they:
- 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.
- (iii) Events deemed by the Municipality to be political in nature will not be posted after the writ has been dropped for a federal or provincial election, or within 80 days of a municipal election, other than all candidate debates booked into Broughton Hall.
- (iv) Notwithstanding the criteria listed above, the Municipality reserves the right to post, refuse to post, or remove, any event from its website calendar at any time, without notice.

(c) Submitting an event to the community calendar

- (i) Requests from a member of the public to add an event to the Municipality's website calendar must be submitted directly to staff at reception@lionsbay.ca.
- (ii) To be considered for publication, an event submission must be accompanied by a name and contact information of an individual from the event organizing committee. Anonymous postings of events will not be published.

(d) Policy enforcement of community calendar

- (i) 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 the Municipality, the event meets or is in keeping with the intent of the above criteria.

- (ii) Decisions on whether or not to add, remove or deny the posting of an event to the Municipality's website calendar will be made by the CAO.

Corporate Officer

Mayor or Delegate

Adopted by Council:	May 16, 2017
Updated:	December 17, 2019