Town of Windham
Website Policy

I.   Policy Statement

It is the purpose of the Town of Windham website to provide accurate, non-editorial content that will inform, educate and enlighten citizens about the functions, services, activities, issues, operations, and projects of Windham's municipal government. In addition, the website is used to facilitate, where appropriate, the delivery of direct services as provided by Windham's municipal government to its citizens and other customers.

II.   Goals and Objectives

The Town of Windham has identified the following strategic goals and objectives for the website:

1) Ensure the quality and ease-of-use of the municipal website

   a) Make it easy to find the most used or requested information.

   b) Establish a governance process for posting content in a timely and accurate manner.

2) Make it easy for users to get information.

   a) Online calendar listing all public meetings and Town Office hours.

   b) All meeting minutes online in a timely manner.

   c) On-line access to municipal documents such as, but not limited to, Local Ordinances, Annual Town Reports, Assessing and property records, etc.

   d) Make it easy to contact municipal officials and emergency personnel.

3) Provide 24-hour access to important municipal information.

   a) Provide on-line forms, where possible, and information needed for various licenses and registrations.

4) Make it clear that the Town of Windham's municipal website is the official website for the Town of Windham, Maine.

   a) Use www.windhammaine.us as the official domain name.

5) To utilize the website for community development and connections.

a) The Town of Windham's website will foster community development by making connections between people, local businesses, organizations, and Town government.

III. Website Management and Governance

a. No business advertising will be allowed on the Town of Windham's website to avoid any conflict of interest issues.

b. Ensure continuity of operations during emergencies.

c. Avoid redundant content on the site.

d. Create operating procedures to manage the site and all the functions that support it: everyone in the governance structure should know and understand their roles and be accountable for their content areas.

e. Establish a policy for content approval with roles for staff that will approve and manage content.

f. Management controls identified to ensure the Town's website and operations are protected from fraud, waste, abuse and mismanagement, and the controls are reviewed regularly.

g. The Town website will not host pages for community organizations but can link to them.

h. Establish a linking policy. Add a disclaimer that the Town of Windham is not responsible for another website's content.

i. Establish a privacy policy that states what information is collected when a user visits the site.

j. Website will be fully handicap accessible.

IV. Roles and Responsibilities

The **Website Administrator** determines high-level technical tasks such as website configuration changes, programming, and working with contractors on website enhancements. (**Information Systems Manager**)

The **Website Content Coordinator** reviews and approves website content in conjunction with the Town Manager. He/she ensures compliance with website content guidelines. (**Executive Assistant/Website Coordinator**)

The **Content Editors** edit web pages and submit content changes and additions to the Website Content Coordinator for review/approval and posting to the website. **(Only employees trained in CivicPlus website editing)**

V. Content Management Guidelines

a. Content must be approved by the Town Manager through the Website Content Coordinator before posting.

b. Ensure content is current and accurate.

c. Organize content based on audience needs.

d. Follow handicap accessibility guidelines for text and images.

e. Write for the web in plain language.

f. Documents should be posted as PDF's

g. Use appropriate image resolutions (at least 2200 pixels and have a resolution of 72 dpi or higher) and format for the web.

h. Avoid clutter on the homepage.

i. Use basic common content, terminology and placement, such as:

    i. Contact us page (contact information)

    ii. Site map

    iii. How Do I? page ......+

VI. Proposed Content for the Town of Windham website (in no particular order)

- Town Boards and Committees [Planning Board, Zoning Board of Appeals, Building Committee, Board of Assessment Review, Cable TV, Comprehensive Plan Review Team, Energy Advisory, Ethics Board, Highland Lake Leadership Team, Human Services Advisory Committee, Library Trustees, Long Range Planning Committee, Mineral Extraction Committee, Natural Resources, Park and Recreation Advisory Committee, Private Roads Ad Hoc Committee, Public Easement Advisory Committee, Retail Adult Use and Medical Marijuana Task Force, Sewer Appeals, Summerfest Committee, Voter Registration Appeal, Wastewater Management Advisory, etc.]

- Town Council information [members, position, contact information, etc.]

- Ordinances and Policies

- Listing of tax relief programs

- Listing of bid notices

- Emergency Information

- Staff Directory with phone and email lists

- Reports

- Forms

- Meeting agendas and minutes

- Announcements

- Paying license fees

- Events Calendar

- Deeds and Land Records

- Links to other Town sites [Parks and Recreation, Library, WEDC]

- Windham Businesses [list and links]

- Recreation [Dundee Park, Donnabeth Lippman Park, Lowell Preserve, Skate Park, etc.]

- Town Meeting and Election Information

- Property Tax Information

- Maps [parcel, flood plain, commercial, residential, etc.]

- Social Services [Food Pantry, Clothes Closet, Medical Loan Closet, General Assistance]

- Tax Lien Abatement Information

VII. Website Policy Statements

The following statements have been developed to educate our users and to demonstrate our continued commitment to the accessibility, privacy, and security of the Town of Windham's website.

Usability: The Town of Windham's website is provided as a service by the Town of Windham. The primary objective is to provide a simple and friendly web experience and is designed to accommodate most web browsers. To take advantage of the advanced functionality and/or styling

characteristics that have been incorporated into the Town's website, it is recommended that you browse the Website using the most current version of your web browser of choice.

Content: It is the purpose of the official Town of Windham website to provide accurate non-editorial content that will inform, educate and enlighten citizens about the functions, services, activities, issues, operations and projects of Windham's Town government and to provide a window into what the Town has to offer as far as scenery, activities, and attractions. In addition, the website is used to facilitate, where appropriate, the delivery of services as provided by Windham's municipal government to its citizens and other customers.

The information provided via the Town of Windham's website is considered public and may be downloaded, printed, or distributed freely by and amongst the general public. PLEASE NOTE: website/page design, HTML coding, interactive web applications, scripts, and/or custom website graphics and certain photographs are NOT public domain and require expressed permission from the author/creator for use and/or implementation on any website that is not maintained by the Town of Windham.

Supplemental information and/or hyperlinks may be included on the Town of Windham's website in an effort to provide or direct visitors to additional resources.

The Town of Windham intends to maintain current and accurate information on the website; however, there may be occasions where information becomes temporarily outdated.

Privacy Statement

This web site and the information it contains is provided as a public service. Because visitors to our website are important, we do not capture personal information about them without their permission. We endeavor to collect only the minimum amount of information needed to meet the purposes for which the website was created.
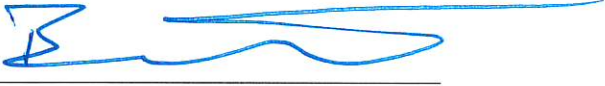
All information collected on the Windham website will be treated the same as any written communication and is subject to the confidentiality and public disclosure provisions of 1 MRSA Chapter 13.

Unauthorized attempts to modify any information stored on this system, to defeat or circumvent security features, or to utilize this system for other than its intended purposes are prohibited and may result in criminal prosecution.

Disclaimer

The Town of Windham makes no claims, promises or guarantees about the accuracy, completeness, or adequacy of the contents of this website and expressly disclaims liability for errors and omissions in the contents of this web site. No warranty of any kind, implied, expressed or statutory, including but not limited to the warranties of non-infringement of third-party rights,

title, merchantability, fitness for a particular purpose and freedom from computer virus, is given with respect to the contents of this web site. Reference in this website to any specific commercial products, processes, or services, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the Town of Windham.

APPROVED: _____   Date: __6/30/2020__

Barry A. Tibbetts
Town Manager