

SUBJECT: WEB LINKING POLICY

Purpose: The City of Madison's website (www.cityofmadison.com) is used to enhance and promote the City, to make people aware of available services from the City and its partners, and to provide information about the City's day-to-day operations.

Background: In addition to providing information about City government and its operations, the City's website allows the City to provide relevant information about other organizations, consistent with the City's vision, through links to other organizations' websites.

However, the City exercises no control over the content of any other organization's website, nor any other websites that may be linked on that organization's site. Such links may contain information that is unrelated to the City or that negatively impacts the vision of the City.

For this reason, this Administrative Procedure Memorandum (APM) provides guidelines for choosing to link an outside website on the City of Madison's website.

Policy: The following guidelines should be followed when placing a link to another organization's website within the City of Madison website:

Guidelines for Site Inclusion:

- Government sites
- Local news media sites or articles of relevance to the City of Madison
- Public and private schools, technical colleges, and university sites
- Public library sites
- Non-profit and charitable organizations' sites that provide or promote local community services
- Sites for organizations that are funded by the City, including those funded through the Community Development Division
- Sites of non-profit professional organizations of which the City or its agencies are members
- Tourism sites related to the greater Madison area
- Sites that contain community information, e.g., civic, recreational, educational, etc. for the greater Madison area
- Sites that contain information related to the greater Madison area deemed to be of use to the City, its residents, visitors, or businesses
- Sites that contain regional cultural information

Guidelines for Site Exclusion:

- Sites containing illegal content or information promoting any illegal activities
- Sites containing material harmful to minors
- Sites for which the focus is to market a commercial (business/for-profit) service or product (but see Business Acknowledgements below)

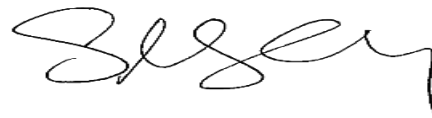
- Sites containing information that would violate any of the City's Nondiscrimination and Affirmative Action Policies, Equal Opportunity Ordinance, Ethics Ordinance, or may violate any other City ordinance, state or federal law.
- Sites unrelated to the City of Madison or the greater Madison area
- Sites for a specific political candidate or political party
- Sites not consistent with the purpose of the City's website
- Sites containing obscene, profane, defamatory, libelous, or fraudulent material

Business Acknowledgements: If a for-profit commercial company partners with the City or contributes to a City project or initiative, an acknowledgement for that company's contribution can be made, including use of the company's logo. However, keeping with the above guidelines, no direct link to the company's website can be made.

Disclaimer: The City of Madison is not responsible for the content of any website to which it provides a link. Any such links and all content found in such links, including any comments expressed on them, do not reflect the opinions or position of City of Madison government or its officers and employees. However, the City's decision to allow a link to any other website on the City's website(s) is entirely within the City's discretion as an exercise of government speech, not the creation of any type of forum for the speech of others, and not subject to review or appeal.

Consequences for Noncompliance: Any links found to violate this APM will be removed from the City website and website editing privileges may be suspended.

Authority: The department/division heads and/or their designated employee(s) are responsible for deciding whether to include a link to an outside website on their department/division website. Such person can seek guidance from the Information Technology (IT) Director and/or their designated employee(s) on the acceptability of a link; however, agencies are expected to use their own discretion when deciding whether to link to a website consistent with this APM. The IT Director and/or their designated employee(s) shall maintain and interpret this policy and has the final authority to determine whether a link complies with the guidelines in this policy for website inclusion or exclusion, and for enforcing the consequences of noncompliance stated above.



Satya V. Rhodes-Conway
Mayor

APM No. 3-13
November 23, 2021