

Board of County Commissioners

Leon County, Florida

Policy No. 05-6

Title: County Website and Digital Communications Policy

Date Adopted: April 12, 2011

Effective Date: April 12, 2011

Reference: N/A

Policy Superseded: Policy No. 05-6, "County Website Policy," adopted July 12, 2005

It shall be the policy of the Board of County Commissioners of Leon County, Florida, that Policy No. 05-6, adopted by the Board of County Commissioners on July 12, 2005, is revised and amended, to-wit:

The following policy shall be applicable to the County Website.

Section 1 – Findings

The Leon County Board of County Commissioners hereby finds that these guidelines are necessary and intended to set forth the County's policy governing content and links to be permitted on a County Website.

These guidelines are not intended to enlarge upon or create any rights guaranteed by existing law, nor waive any defenses or rights available to the County. In establishing and maintaining County Websites, the County does not intend in any manner to create or designate a Public Forum or other means by which public discourse, exchange of opinions and ideas, or discussion on issues of any nature may occur.

Section 2 – Delegation of Authority

The Board of County Commissioners hereby delegates its full authority to create, maintain, change, and/or abolish a website on behalf of Leon County, Florida, a Charter County, to the County Administrator consistent with provisions of this policy.

Section 3 - Definitions

Throughout this policy, the singular may be read as plural and the plural as singular. The following terms shall have the following definitions:

- a. **"Article V Agencies"** shall mean the offices of the Florida 2nd Judicial Circuit's Public Defender, State Attorney, Circuit Court, Leon County Court, and the Leon County Clerk of the Courts.

- b. **“Article V Officer”** shall mean the Florida 2nd Judicial Circuit’s Public Defender, State Attorney, Circuit Court Judges, Leon County Judges, and the Leon County Clerk of the Courts.
- c. **“County”** shall mean Leon County, Florida, its Board of County Commissioners, departments, divisions, officers, and employees.
- d. **“Director”** shall refer to the individual who is head of a County division, department, or program, Article V Agency, or Other County Officer.
- e. **“Other County Officers”** shall mean the Leon County Clerk of the Courts, Property Appraiser, Sheriff, and Tax Collector.
- f. **“Other County Offices”** shall mean the offices of the Leon County Clerk of the Courts, Leon County Health Department, Property Appraiser, Sheriff, and Tax Collector.
- g. **“County Domain Name”** shall mean a series of unique names that identify a County Website. Each County Domain Name will consist of two or more parts, separated by dots. The suffix indicates the top-level domain; including, .gov (government agencies); .org (nonprofit organizations); .com (commercial business) and .net (network organizations). A given web server may host more than one County Domain Name but a given County Domain Name will point to only one web server.
- h. **“County Website”** shall mean the County’s web pages hosted on one of the County’s web servers with a County Domain Name, any social media/networking sites, and any digital communication tools.
- i. **“Link”** shall mean a hyperlink from a County Website to a website maintained by another party.
- j. **“Public Forum”** shall mean an event wherein a County Website is available to members of the public for free and open discussion or debate of political or social issues.
- k. **“Public Health, Safety, and Welfare”** shall mean the protection and well-being of the general public.
- l. **“Web Steward”** shall refer to the person who has been designated by the Director to maintain, update, and add content to the County Website.
- m. **“Uniform Resource Locator (URL)”** shall mean the specific location or address of material on the Internet.
- n. **“Social Media/Networking”** – Websites, web services, or software tools that allow groups to generate content as words, pictures, videos, and audio and engage in peer-to-peer conversations and exchange of content (examples are YouTube, Flickr, Facebook, MySpace etc)

- o. Digital Communications – Devices, tools, and software that provide for the dispersal or reception of information via the Internet.

Section 4 - County Website and Digital Communications Limited Purpose

The limited purpose for the County’s Website is to provide access to information regarding services, meetings, programs, activities, policies, documents, and facilities provided by the following entities: (a) the County; (b) Other County Offices; and (c) Article V Agencies; that promotes the Public Health, Safety and Welfare. County Website content and Links shall be consistent with the County Website’s limited purpose.

The limited purpose for Digital Communications is for one-way dispersal of information regarding services, meetings, programs, activities, policies, documents, and facilities provided by the entities previously mentioned.. Digital Communications content shall be consistent with the limited purpose and must follow guidelines, as provided by the County Administrator.

Section 5– Permitted Links

The County may only provide a Link from the County Website to another website in accordance with the following guidelines:

- a. The Link shall assist the County in fulfilling its stated County Website Limited Purpose and be consistent with this policy.
- b. The Link shall have a natural affinity or logical nexus to information provided on the County’s Website and be consistent with County goals, policies and the County Website Limited Purpose.
- c. The Link shall be to a website that is managed in a professional manner (i.e., fully operational and available most of the time).
- d. The Link is to a governmental agency or governmental organization, which provides information related to the County Website Limited Purpose.
- e. The Link is to the local chambers of commerce (Capital City Chamber of Commerce and Greater Tallahassee Chamber of Commerce), and the Tallahassee-Leon County Convention and Visitor’s Bureau.
- f. The Link is to a public safety related website.

Section 6 –Permitted Content

The content of material placed on the County’s Website shall be consistent with the limited purpose of the website, as stated in Section 4 herein. All decisions on the content of material placed on the County’s Website shall be made by the County Administrator, or his designee, in strict compliance with the guidelines of this Policy will be complied with.

Section 7 - Process for Link Requests

- a. To request a Link from the County Website, a Web Steward shall submit the applicable URL, site description, site purpose, contact name, phone number, and e-mail address to:

Director of MIS
301 S. Monroe Street
Tallahassee, FL 32301
misdirector@leoncountyfl.gov

- b. When a request to a Link is received, the website will be reviewed to determine if it is consistent with this policy as a permitted Link. The County Administrator or his designee shall have sole discretion to reject or approve any requested Link.
- c. The requestor will be notified of the County's decision regarding the requested Link.
- d. Websites that are linked from the County's Website will be reviewed periodically to confirm that the linked website complies with the County policies.
- e. The County reserves the right to limit the number of Links from any County Website section or page category, and to require a "pool" Link that would pertain to a particular type of organization.
- f. The County reserves the right to modify its criteria and conditions, and add or delete Links at any time without notice.
- g. A disclaimer will be placed on all links, which shall read: "You are leaving the Leon County Website, the County shall not be responsible for the content of the site you are entering."

Section 8 - Process for Content Material

- a. To request a change to content material, other than updating existing content material, to be placed on the County Website, the Web Steward is to submit a description of the information they are seeking to add, along with a contact name, phone number and e-mail address to:

Director of MIS
301 S. Monroe Street
Tallahassee, FL 32301
misdirector@leoncountyfl.gov

- b. When a request to change content material is received from the Web Steward, the content material will be reviewed to determine if it is consistent with this Policy as Permitted Content. The County Administrator or designee shall have the sole discretion to reject or approve any requested content material.
- c. The Web Steward will be notified of the County's decision regarding the requested content material.
- d. The County reserves the right to modify its criteria and conditions and add or delete content material at any time without notice.

- e. The Web Steward must be able to continue the maintenance of the content material to assure accurate and timely information. The County reserves the right to remove content material that is not being properly maintained.

Section 9 - Legal Notice

1. The County neither warrants nor makes any representations nor endorsements as to the accuracy, quality, content, or completeness of the information, text, images, graphics, hyperlinks, and other items contained on the County Website or web servers. The County Website's content is subject to change without notice.
2. The County Website and all materials contained therein are distributed and transmitted "as is" without warranties of any kind, either expressed or implied, including without limitation, warranties of title or implied warranties of fitness for a particular purpose. The County is neither responsible nor liable for any viruses or contaminations of a web visitor's hardware, software, peripherals, or property, nor for any delays, inaccuracies, errors, or omissions resulting from use of or with respect to the material contained on its web servers; including, but not limited to, any material posted on or linked to from a County Domain Name.

Section 10 – County Domain Names

The following are County Domain Names, subject to change without notice, and not inclusive of all County Domain Names.

cafwn.com	leonparks.org
cafwn.net	leonpermits.org
cafwn.org	leontaxcollector.net
fleoncounty.com	sao2fl.org
leoncofl.org	seetallahassee.com
leoncounty.org	tlcgis.com
leoncountyflibrary.com	tlcgis.net
leoncountyflibrary.org	tlcgis.org
leoncountylibrary.org	tlcgis.us
leoncountyso.com	tlcpd.org
leoncountyso.net	tlcpermits.com
leoncountyso.org.	tlcpermits.net
leonfl.org	tlcpermits.org
leongov.com	tlcpermits.us
leongov.net	Visittallahassee.com
leongov.org.	volunteerleon.com
leonparks.com	volunteerleon.org
leonparks.net	leoncountyfl.gov

Section 11 – Implementation Procedures

The County Administrator shall adopt procedures to implement the requirements of the Policy.

Revised 4/12/2011