



PAUL J. FETHERSTON
TOWN MANAGER

TOWN OF NEWINGTON

131 CEDAR STREET
NEWINGTON, CONNECTICUT 06111

OFFICE OF THE TOWN MANAGER

Information Technology Policy

Effective Immediately
February 1, 2005

SUBJECT : Web Site Policy

PURPOSE : To establish (a) guidelines for the administration standard(s) for creation of web content for the Town's web site and use of the Town of Newington's (hereinafter "Town") web site by the Town's Information Systems and Technology (hereinafter, "IST") staff "webmasters" and designated department employees serving as "web page maintainers"; (b) standard(s) for creation of web content for the Town's web site; and (c) to establish accountability for published content.

APPLICABILITY: This policy shall apply to all Town employees who have or are responsible for creating or maintaining any aspect of the Town's web site including but not limited to the Town's designated webmasters and authorized web page maintainers for Town departments.

1.0 General

- 1.1. Each Department Head with an assigned departmental web page shall be accountable for the content in the department's respective page(s). Where appropriate, the Department Head shall establish mechanisms for the review and approval of material prior to publication.
- 1.2. The web host currently utilized by the Town offers more than a dozen templates for published material. Such templates, which must be utilized for purposes of providing a consistent look throughout the site, are intended to satisfy departmental needs. Other programming languages including but not limited to HTML or JavaScript shall not be utilized without consulting with and the express consent of the Town's Director of Information Systems and Technology and/ or his/ her duly authorized designee.
- 1.3. The use of images and graphics within the web site must be for the sole purpose of supporting the material presented. Files from a digital camera are to be processed for convenient web viewing with a maximum size 30 kb. The IST staff is available to provide assistance on an as-needed basis in preparing such files.
- 1.4. All web page maintainers will have the ability to add events of interest to the general public to the Community Calendar. The Calendar event entry page includes an area where descriptive text about the event can be placed. Information including either an email link or a telephone number for an event contact person must be provided in this area. Items added to the calendar must include event details (who, what, where, when), admission cost if any, the name of the sponsoring organization, any descriptive narrative about the event, and a telephone number or email address to be used to obtain additional information.
- 1.5. Distribution of news releases and meeting agendas to mailing list recipients will remain the responsibility of the IST staff. Copies of such information shall be sent to the webmaster for posting to the mailing lists.
- 1.6. Acceptable websites to which links may be posted include:
- 1.7. Sites that provide state or federal government information
- 1.8. Sites that provide additional information about the community
- 1.9. Sites maintained by public utilities serving Newington
- 1.10. Sites maintained by non-profit charitable, civic, educational, hospital, recreational, social, scientific or cultural organizations located in Newington or serving Newington residents

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- 1.11. 1.1.5.5. Sites that assist residents in locating or accessing information on the Town site, e.g., search engine
- 1.12. 1.1.6. In general, links to external websites will appear only on the main links page
- 1.13. 1.1.7. Links appearing in departmental sections will be limited to those sites (e.g. professional organizations) offering technical information specific to a department's functions and operations that would be of use to the department's staff or clientele.

2.0 Enforcement

Any employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.

3.0 Definitions

Terms	Definitions
Webmaster (Ancillary duty assigned to one or more IST staff members.)	Person or group of people responsible for the design, implementation, management, and maintenance of the Town's Web site.
Web-page maintainer (Ancillary duty assigned to one or more departmental employees.)	Person or group of Department authorized employee(s) responsible for maintaining his/her department(s) section(s) of the Town's web site.

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