



# COUNTY OF EL DORADO, CALIFORNIA

## BOARD OF SUPERVISORS POLICY

Subject: County Website Policy	Policy Number: A-22	Page Number: 1 of 5
	Originally Adopted: 12/09/2008	Last Revised Date: 06/25/2024

### I. PURPOSE

The purpose of this policy is to:

- A. Provide guidance for the branding, Americans with Disabilities Act (ADA) Compliance, and content of websites published and maintained by the County.
- B. Provide policy prohibiting non-official activity and content on websites published and maintained by the County.
- C. Provide policy regarding management and administration of the County's main website and domain name.
- D. Provide policy and guidance regarding the use of special purpose websites specific to projects or program.
- E. Provide guidance regarding the use of external links on websites published and maintained by the County.
- F. Provide guidance to County departments that maintain special-purpose websites.

### II. POLICY

#### A. County Published and Maintained Website Content

1. El Dorado County shall have an external website capable of providing relevant public information from all County departments.
2. Access to and use of the County website will be subject a posted Privacy Policy, Accessibility Policy, and applicable Disclaimer statements.
3. The website will be an extension of the County's brand and will have a professional and consistent appearance.
4. The County website content must comply with ADA requirements.
5. The County website content will be maintained and monitored by County department approved staff for broken links and other content errors which shall be corrected in a timely manner, to ensure a user-friendly experience for the public.



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### B. Prohibited Content

1. All websites published and maintained by the County shall contain only official County information for the benefit of the public.
2. The following content is prohibited from being published to the County Website
  - a. Personal or private content.
  - b. Inappropriate content, such as obscene material, hate speech, and religious material.
  - c. Content advocating any political campaign.
  - d. Copyrighted information or images from other sources without permission to reuse the materials.
  - e. Content classified as confidential, private, or proprietary under applicable laws.
  - f. Content that may compromise the safety or security of County systems.

### C. Website domain name

1. As of the date of this policy, the website domain name for the County's main website is edcgov.us and eldoradocounty.ca.gov.

### D. Program or Project Website Domain Names

1. Domain names shall be granted by the Director of Information Technologies (IT), with concurrence from the Chief Administrative Office (CAO), utilizing the following criteria:
  - a. The URL and accompanying website are affiliated with County government services.
  - b. The site provides information about services or promotes a project to a specific customer base.
  - c. The site does not conflict with existing County marketing, communication or branding efforts.

### E. External Links

External links may be published on County websites when doing so furthers the mission and goals of the County government and its departments. Links may be made to the following types of external websites, provided the websites have a registered web address (URL) and are appropriate for all ages:



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1. Local non-profit community service organizations or organizations that provide information which is relevant to the functions and services provided by the County.
2. Official federal, state, and local or regional government websites
3. Links may not be made to the following external websites:
  - a. Websites that contain or promote illegal material or activities, such as hate speech or obscene content.
  - b. Websites for religious or political organizations
  - c. Websites that advocate for political campaigns.
4. Departments shall exercise caution in linking to sites that contain public comment sections and/or blogs, as these sites may not be appropriately moderated by the host, and participation criteria may not be posted on the site.
5. In general, the County website will not link to commercial websites, with the following exceptions:
  - a. Utility companies serving El Dorado County residents
  - b. Airports and public transportation systems in El Dorado County

### III. PROCEDURE

#### A. Access Website Content in Granicus

1. Departments may request staff to be content editors with the ability to edit, add, or remove content from their departmental sections of the main County website with department head approval.
2. The IT Department shall provide training as needed for designated staff in the editing and administration of departmental content.

#### B. Content Editors

1. Content editors shall follow Granicus ADA compliance checks and correct errors prior to publishing pages.



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2. Content editors shall follow ADA compliance rules prior to posting other media types to the County websites.
  3. Content editors shall review content for outdated information, correct broken links, and correct other issues found within their department pages.
  4. IT shall provide departments with the required tools and trainings to comply with content requirements.
- C. Privacy Policy, Accessibility Policy, and Disclaimer statements
1. Departments should ensure any data collection on forms or applications on department webpages are consistent with County posted policies and disclaimer statements.
- D. Departments or programs may request specific domain names for special-purpose websites with the following procedure:
1. Provide a written request approved by the Department Head to the CAO including details about the purpose of the website, reference to any joint or partner entities, a requested domain name, and a plan for website development and maintenance.
  2. Upon approval of the CAO, the IT Department will obtain registration rights to the domain name (if available) for names outside the County domain.
  3. All domain name registrations for special purpose websites shall be renewed and maintained by the IT Department, unless otherwise prescribed by the CAO.
- E. The CAO shall be the decision authority regarding appropriateness of website content or external links.

#### IV. REFERENCES

Title II of the ADA applies to services, programs, or activities of state and local governments including those offered on the web.

#### V. RESPONSIBLE DEPARTMENT(S)

Information Technologies, Chief Administrative Office, Communications Director



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### VI. DATES (ADOPTED, REVISED, NEXT REVIEW)

<b>Originally Adopted:</b>	12/09/2008		
<b>Previous Revision:</b>	11/07/2017		
<b>Current Revision:</b>	06/25/2024	<b>Next Review:</b>	06/25/2028