CITY OF CHESAPEAKE, VIRGINIA

ADMINISTRATIVE REGULATION

NUMBER: 1.26 (3.08)

EFFECTIVE DATE: 2/7/2014
SUPERSEDES: 11/16/2009
REVIEWED DATE: 2/7/2014

SUBJECT: **DEPARTMENT OF INFORMATION TECHNOLOGY DEVELOPMENT AND DELIVERY OF OFFICIAL CITY OF CHESAPEAKE INFORMATION ON THE INTERNET**

I. INTRODUCTION

The City of Chesapeake provides information to the public through the City's official web site: CityOfChesapeake.Net. The website is designed to provide a consistent point of entry for citizens seeking information online about Chesapeake and to reduce confusion about where to locate official City information. The purpose of the web site is to provide citizen-oriented, accurate and useful information, and to provide opportunities to conduct business transactions with the City of Chesapeake online. Primary audiences include people who live and work in Chesapeake, businesses considering relocation, visitors, and citizens of the Hampton Roads area. CityOfChesapeake.Net is the official voice of the City of Chesapeake online; however, it is not a public forum.

The City recognizes that target audiences use online networking sites to communicate with each other and that the use of these tools enhances effective communications.

II. PURPOSE

This administrative policy provides guidelines for publishing official City information on the internet. The City of Chesapeake website, CityofChesapeake.net, remains a credible and easily recognizable image of the City of Chesapeake on the internet. This policy is designed to ensure the City's website and other online initiatives reflect the credibility and cohesiveness of the municipal government. The guidelines ensure that the City presents a consistent web presence, including interface and graphic treatment, necessary to secure the trust of the site's visitors.

The City recognizes that online communications have evolved and are evolving, and that the City's communications must reflect the change. The general public expects the City to use the standard accepted tools to engage in a two-way dialog of information and ideas. This evolution means more voices are in the conversation, and the City must take every precaution to protect the credibility of the municipal government by ensuring that all information uploaded by its employees/agents to online networking sites is accurate and appropriate.

III. DEFINITIONS

The **Information Technology Department (IT)** is responsible for developing, monitoring and coordinating content and maintenance of the official City of Chesapeake web site on the internet. IT is the point of contact for all issues relating to the City of Chesapeake's web presence. IT will also provide guidance and support to departments that use other online tools to communicate with the intent to ensure consistency in presentation.

Official City information on the Internet applies to information generated by the City and provided to the public online. Exceptions may include information taken from the City site and placed on other sites by those outside of the City government. Additional exceptions will be considered on a case by case basis.

CityOfChesapeake.Net is the official domain name for the City of Chesapeake website.

Content is any information, graphics, photographs, etc., to be included on the website.

City department refers to all City departments, agencies, boards and commissions. Each City department will be responsible for providing accurate and timely information online.

Domain name refers to the Universal Resource Locator (URL) or web site address used to access the website.

Online networking sites are interactive websites where public groups communicate with the City and with each other.

IV. PROCEDURES

A. The Information Technology Department (IT) coordinates the presentation of all official City information on the City's website. Each City department will meet with an IT representative before initiating any web project. Each department then collects its content and follows its own procedures for in-house approval. The department representative then submits content to IT for review. Materials utilized on the City web site, including, but not limited to, text copy, photographs and graphic elements, shall be free from copyright restriction or the individual departments shall provide documentation of usage release from the copyright owner. IT applies web development best practices to ensure ease of navigation, consistent look and feel, and a citizen orientation in content selection. IT posts all content to CityofChesapeake.net.

B. All City departments will use the City's domain name, CityOfChesapeake.Net, for the presentation of information and services online. All City departments will be offered CityOfChesapeake.Net/departmentname or departmentname.CityOfChesapeake.Net to facilitate promotion of online services. Certain rare exceptions may be made for entities

that rely on maintaining a separate identity from the City government for clearly justified and unique purposes, such as the Chesapeake Conference Center and the Chesapeake Expressway. Departments and divisions may request an exception through the Information Technology Department.

C. The City's domain name will be published as the web site point of entry in City material, including City stationery, flyers, brochures and advertisements.

D. To ensure consistency in messaging and branding, City of Chesapeake website content shall be developed according to the guidelines set by IT. The guidelines include graphics and graphic design, page templates, font size and face, content focus and scope, compliance and compatibility, technical standards, links to outside sites, and content submission procedures. Due to the evolving nature of the medium, guidelines are continually updated. All plans for new content on the web site will be reviewed with an IT representative before being finalized.

E. Use of online networking sites to communicate will be supported by IT. The department will assist City departments with technical set-up, procedures, and guidance on the use of particular tools. IT will maintain a list of all participatory websites in use by all City departments and agencies. Posting timely and accurate content is the responsibility of the department. Each department is responsible for developing its own internal approval process and moderating all content. Policies regarding comments will be determined based on topic. If comments are allowed, they will be moderated.

The graphic look and feel will be consistent with the City's website, although exact duplication may not be feasible.

City employees are asked to contact the Information Technology Department when they encounter noteworthy information about the City of Chesapeake online. The Information Technology Department will monitor and, if necessary, engage these content providers to ensure that information is complete and accurate.

V. LINKS TO WEB SITES

Links to other web sites may be included to address the informational needs of the community. Examples include:

- Government sites at the local, state and federal level
- Organizations with members appointed by the City of Chesapeake
- Professional organizations of which City departments or employees are members and the dues are paid for by the City of Chesapeake
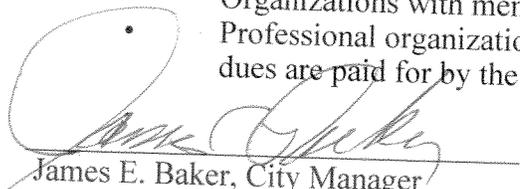
James E. Baker, City Manager

Date 2/6/2014