



Title:	Website Content Management Policy		
Policy Group: Your Government and People	Policy Administrator: Community Services, Programs & Initiatives		
Resolution No. CW-242-2022	Policy Number: CSPI-04		
Approval Date: 2022-09-15	Revision Date: 2026-09-15		

1. Policy Statement

- a) The Corporation of the County of Prince Edward (hereafter "The County") owns various websites for the purposes of providing information and services to citizens, staff, businesses, visitors and other stakeholders. The County is committed to providing users with information and services that are accurate, up-to-date, visually pleasing, easy-to-read and easy-to-find.

2. Purpose

- a) The purpose of the Policy is to establish the parameters under which the County will post content on any of its municipally owned and operated websites.

3. Scope

- a) This policy applies to any website owned and operated by the County.

4. Legislative Authority

- a) This policy is subject to *Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)* and *Accessibility for Ontarians with Disabilities Act, 2005, S.O. 2005, c. 11*

5. Definitions

- a) **Advisory Committees** means Council created Boards, Committees or Sub-committees that report to Council or a Standing Committee and have Council appointed members.

- b) **Departmental pages** means those web pages allocated to a specific department or work area.
- c) **Municipal Website** means the County's website: www.thecounty.ca
- d) **Non-Standard Content** means any change to the page layout, navigational structure, or shared pages.
- e) **Partner Organizations** means the boards, committees and organizations that are directly funded through a budget line item by the municipality or indirectly through the municipal tax bill.
- f) **Routine Content** means content related to the day-to-day operations of a Department or Work Area.
- g) **Shared pages** means all pages not directly assigned to a specific department or work area, and/or those that contain information from multiple work areas.
- h) **Special Projects** means departmental or corporate projects that are led by an identified staff member and are for a finite period of time.
- i) **Style Guidelines** means the guidelines adopted to provide consistent design, font and format of all website content.
- j) **Web Contributor (WC)** means the person(s) appointed by each department/work area to the Website Working Group to manage their respective components of the website.
- k) **Website Development Team (WDT)** means the team led by the Communications and Consultation Supervisor (CCS) or designate, and composed of the Manager of IT, the Director of Community Services, Programs and Initiatives, the Executive Assistant to the CAO, and other IT staff as assigned.
- l) **Website Working Group** means the team led by the Communications and Consultation Supervisor (CCS) or designate, and consists of all web contributors for all department/work area web pages, and the members of the WDT.
- m) **WordPress, Elementor or other approved software program** means the content management software program used.

6. Routine Content

- a) All content shall be submitted through the workflows and approval process and be in accordance with accessibility requirements and any style guidelines, which may be amended from time to time.
- b) Prior to submitting content for posting to departmental/work area pages the submission shall be pre-approved by the appropriate manager.
- c) Non-standard content shall require consultation with the WDT.
- d) Content intended for the shared pages shall be submitted directly to the Communications and Consultation Supervisor or designate, who will review the content with an IT representative if necessary, and publish as appropriate.
- e) New content blocks (eg: text and image boxes in right hand side bar, accordion collapsible listings, etc.) shall be added by a member of the WDT or a WC who has completed training in advanced website functions.

7. Other content

- a) The municipal website may provide links to the County's partner organizations on the appropriate departmental page or on a shared page, if appropriate. Partner organizations are defined as those boards, committees and organizations that are directly funded through a budget line item by the municipality or indirectly through the municipal tax bill.
- b) Links to external organizations within departmental sections of the website will be included at the discretion of the department based on the following criteria:
 - must be directly related to the business of the department
 - must be from a credible source
 - must contain information or material that is frequently asked of the department by the public.

8. Events Listings / Website Calendar of Events <https://www.thecounty.ca/calendar/>

- a) The municipality will promote/display the following on the website calendar:
 - Events, meetings, activities, programs, and festivals that are offered directly by or sponsored/funded (in full or part) by the municipality
 - Public information centres (PIC) and public information meetings hosted by the municipality or a municipally sponsored/endorsed third-party or partner
 - Statutory holidays when municipal offices (Customer Service) are closed

- Consultation periods (through "Have Your Say")
 - Municipal deadlines (i.e. tax/water bill due dates, dog tag price increase dates, etc.)
 - Council events and meeting dates, including Task Force and Nomination Committee meetings (high-level detail only)
- b) Events offered by the County's partner organizations or external organizations may be promoted at the associated department's discretion, where appropriate on their departmental page, as per the criteria listed in section 7b.
- c) Organizers of other community events may be directed to request a listing on the Visit PEC website, which is maintained by the Destination Marketing Organization (DMO).
- d) Council events and meeting dates will be displayed on the website calendar but detailed information, including agendas, minutes, and reports for Council, Committee of the Whole, and all other municipal Committees, are maintained by the Clerk's Office, as per section 9, on CivicWeb.
- e) The County reserves the right to post any additional events to its website calendar it deems to be in the community interest.
- f) Requests from staff to add an event to the website calendar must be submitted via the Submission Form on the County's website (available only to staff). The requester is responsible for ensuring the accuracy, quality and reliability of the information posted on the website calendar. Any changes or updates are to be requested via Corporate Communications as soon as possible.
- g) Before submitting an event, the requester must review the website calendar to ensure the proposed event does not conflict with another planned event where participation at the pre-planned event could be impacted by the scheduling of the other.
- h) To be considered for publication, a submission must include at minimum:
- Event title
 - A brief description of the event and logo (if available) or photo that represents the event
 - Location and time of the event
 - Applicable link to "Have Your Say" or detailed/external event website
 - Name and contact information of an individual
- Anonymous postings or postings missing required information will not be published
- All event information must be displayed in an accessible format

- i) All events submitted for publication on the website calendar will be reviewed by Corporate Communications to ensure that the event is in keeping with policy and County branding. Decisions on whether to add, remove or deny the posting of an event to the website calendar will be made by Corporate Communications, in consultation with the Chief Administrative Officer (as appropriate).
- j) Events will not be published on the website calendar if they:
- Are commercial in nature and attempting to advertise, promote or sell products or services of an individual or an individual business
 - Promote, exhibit, illustrate or manifest hate or obscene/pornographic/sexual content of any kind
 - Are affiliated or advocating for a political party, organization, or candidate
 - Do not have business or community interests in Prince Edward County
 - May harm The County's image, brand and/or reputation
 - Do not comply with municipal, provincial or federal legislation
 - Do not comply with (not limited to), the following municipal policies:
 - Accessibility Customer Service Policy
 - Advertising Policy
 - Marketing and Outreach Policy
 - Code of Conduct
 - Respectful Workplace Policy
- k) The following standard calendar events will be submitted to the calendar on an annual basis by:

Event	Department Responsible
Statutory holidays (municipal offices closed)	CSPI (Customer Service)
Council events	Clerk's Office
Public Information Centres (PIC)	Development Services (Engineering)
Public Information Meetings	Development Services (Planning), in conjunction with the Developer
Consultation periods (Have Your Say)	Department requesting the consultation
Municipal deadlines (e.g. tax/water bill due dates, dog tag price increase dates, etc.)	Department responsible for administering municipal program
Events involving Council members	Mayor's Office

9. Advisory Committees

- a) Agendas and minutes from advisory committees will be linked on the FilePro website by the Clerk's Department.

- b) Supporting material from Advisory Committees such as publications, reports, images, maps etc. will be included by and at the discretion of the appropriate department as links placed within the Committee listing on the appropriate Boards and Committees page. This material, if of significant public interest, can also be linked on departmental pages at the discretion of the appropriate manager, in consultation with the Communications and Consultation Supervisor.

10. Special Projects

- a) Special Projects requiring supplementary web pages, being non-standard content, will require consultation with the WDT.
- b) Special projects may be provided with one or more pages in the navigation structure at the request of the appropriate Manager or Project Manager. The special project page(s) must utilize the corporate template and conform to the style guidelines. Content and updates of the page shall be the responsibility of the project lead, in partnership with the appropriate web contributor.

11. Photography

- a) Any photographs of identifiable individuals require written permission to display the photograph on the website. Written permission will be obtained by the originating department or source, and submitted to the Communications and Consultation Supervisor / designate to retain on file.
- b) Credits will be provided for all purchased and used photography as required by the seller.

12. Other Municipally Managed Websites

- a) It is understood that from time to time, departments and projects may require a unique or expanded web presence to achieve their strategic goals and objectives. In these instances, efforts should be made to support a consolidated web presence and meet required needs through the municipality's existing website. Consultation should take place with the WDT to evaluate if and how a department/project's goals can be accommodated through the existing website.
- b) The requesting party may, in consultation with the WDT, determine that department/project goals cannot be achieved through the existing municipal website. In this instance, they will work with the WDT to create a project plan

that will strive to meet the needs of the requesting department, while aligning and integrating with the existing municipal website.

13. Website Promotion

- a) The municipal website is an essential component of our communications with residents, visitors, businesses, investors, and employees. To ensure it retains prominence in the public eye all municipal print and electronic publications including email signature lines, future printings of letterhead and business cards shall include reference to the municipal website or appropriate subdomain.

14. Social Media Integration

- a) County Social media platforms shall support the municipal website in the consistent promotion of the County's online identity.
- b) All social media platforms shall be managed and maintained in accordance with the County's Social Media Policy and Guidelines.

15. Advertising

- a) The County will not publish any advertisements on its website submitted by an individual, corporation, or external party.

16. Accessibility

- a) The County is committed to enabling participation and information sharing with all residents, visitors, and businesses.
- b) The County will ensure that website(s) and content conform with the World Wide Web Consortium Web Content Accessibility Guidelines (WCAG) 2.0, initially at Level AA and increasing to Level AAA per the timelines outlined in the Integrated Accessibility Standards Regulation (IASR).

17. Responsibility and Implementation

- a) Council is responsible for approving this Policy.
- b) The Chief Administrative Officer (CAO) is responsible for
 - i. directing compliance and resolving any conflicts with this Policy;
 - ii. assigning appropriate service departments for the application of this Policy;
 - iii. establishing procedural guidelines; and
 - iv. making routine changes to the Policy, as required.

- c) Website Development Team (WDT) shall be responsible for:
 - i. overall look, feel, and content management of the municipal website(s).
 - ii. developing and implementing the training program for all WCs.
 - iii. annual or ad-hoc review of the website to determine a need for changes in policy, content and/or direction.
 - iv. leading the Website Working Group, and guiding the nature of the overall work being completed.
 - v. providing overall guidance to the integration of other municipally managed sites into the overarching municipal website.
 - vi. appointing WCs with Moderator permissions on a case-by-case basis, in order to streamline the workflow/publishing process, in consultation with the appropriate manager/supervisor.
 - vii. identifying and maintain appropriate work flows/approval authorizations for all WCs.

- d) Website Working Group shall:
 - i. periodically discuss common issues to all departments, to participate in training as required and to share best practices across the organization.
 - ii. maintain a current list of web contributors and associated responsibilities and permissions.

- e) Web Contributors (WCs)
 - i. Each department or work area shall appoint a primary WC and supporting or alternate WCs as required.
 - ii. Each WC shall be provided access to WordPress as necessary.
 - iii. All WCs shall complete any necessary training programs.
 - iv. The WCs shall be the persons responsible for inputting and updating content for their assigned departmental/work area pages.
 - v. WCs shall be the main liaison between the WDT and the department for purposes of website content management.
 - vi. WCs shall be required to attend periodic meetings of the WWG regarding website content management.

- f) Web Moderators
 - i. Some WCs may be provided with moderator permissions in order to streamline the approvals and publishing process for web content in their appropriate area. These appointments will be made on a case by case basis, in consultation with the WDT and the appropriate manager/supervisor.

g) Web Administrators

- i. All members of the Website Development Team shall be granted some level of administrative permission in order to approve and publish content, and create styles, workflows, and templates.

18. Documentation and Forms

- a) N/A