



## Title **Website Content and Maintenance Policy**

**Approved by Council** **Date:** January 31, 2024

**Policy Review Notification** **Date:** December 4, 2023

**Policy Review** **Date:** November 6, 2023

I certify this to be a true copy of the **Website Content and Maintenance Policy** as adopted by the Municipal Council of Richmond County at a Public Meeting held January 31, 2024.

Shelley David  
Municipal Clerk

### 1. Purpose

This policy aims to:

- 1.1 Set out roles and responsibilities to ensure consistency, currency, accuracy, and reliability of information published on the Municipal website.
- 1.2 Establish guidelines for website content and outline a system for online content maintenance.

### 2. Policy Statement

- 2.1 The Municipality of the County of Richmond website is the primary source of online information exchange with the public and is the Municipality's official internet presence. The content guidelines, routine maintenance and quarterly reviews outlined in this policy will assist in ensuring that the municipal website is up-to-date, accurate, accessible, easy to use, and a convenient source for municipal information.

### 3. Scope

This policy applies to:

- 3.1 The Municipality of the County of Richmond website ([www.richmondcounty.ca](http://www.richmondcounty.ca)) including all current and future landing pages.

3.2 All personnel that fall within the scope of this policy.

## 4. Definitions

- a) **Alternative Text**” describes the appearance or function of an image on a page.
- b) **Content**” means any information or creative material that expresses an idea or perception, including text, images, video, etc.
- c) **Content Contributor/Editor**” means a designated Municipal employee who is responsible for the content creation, review, edits, routine maintenance and quarterly reviews to their respective department pages.
- d) **Content Management System (CMS)**” refers to a computer application that allows publishing, editing, and modifying content, organizing, deleting as well as maintenance from a central interface (i.e.: Joomla).
- e) **Council**” means the Council of the Municipality of the County of Richmond.
- f) **Department Head**” means the Director or Manager of a Department of the Municipality of the County of Richmond, and who is a member of the Senior Management Team.
- g) **Routine Maintenance**” includes, but is not limited to, the following tasks: updating the calendar of events, posting public tows, or other materials related to the Municipality, posting material as requested by various department heads, correcting information posted online in order to ensure accuracy, verifying all hyperlinks to ensure that they are functioning, conducting accessibility checks, posting Council and committee meeting minutes, posting Council agendas, and taking down any information that is deemed outdated and/or inaccurate.
- h) **Quarterly Review**” is the process of reviewing all website pages every three months to make necessary changes to update, correct or enhance the page content to ensure the entire website is up-to date, accurate, and accessible.
- i) **Website**” refers to the official Municipality of the County of Richmond website at [www.richmondcounty.ca](http://www.richmondcounty.ca), including all website landing pages, and any other domain name(s) the Municipality acquires for official Municipal use.
- j) **Municipality**” refers to the Municipality of the County of Richmond

## 5. Roles and Responsibilities

### 5.1. CAO is responsible for:

- a) administering and implementing the Website Content and Maintenance policy,
- b) the strategic alignment of the web and online presence with the Municipal Strategic Plan, and;

- c) identifying necessary revisions to the content management guidelines in collaboration with the Communications Officer and Department Heads.

**5.2. Department Heads are responsible for:**

- a) identifying the staff members in their department to be assigned the role of content contributor/editor;
- b) ensuring the accuracy of the content created for their department content of the website, and;
- c) ensuring content contributor/editor's perform routine maintenance and quarterly reviews.

**5.3. Communications Officer is responsible for:**

- a) scheduling quarterly reviews;
- b) working with content contributor/editors to manage the development and maintenance of online content and ensure content remains current and in compliance with website content management guidelines, as outlined in this policy;
- c) maintaining the strategic alignment of the website; and
- d) referring technical site issues to the website developer.

**5.4. Content Contributor/Editor is responsible for:**

- a) co-ordinating the development of content for their department/area of work;
- b) using the CMS to create and update content as directed by their Department Head;
- c) ensure content complies with the content management guidelines, as outlined in this policy;
- d) maintaining consistency with the general style format, language, and accessibility standards of the website, and;
- e) performing routine maintenance, and quarterly website reviews.

## **6. Content Management Guidelines**

- 6.1 Content must be approved by the CAO and/or appropriate Department Head.
- 6.2 Content must adhere to applicable provincial, federal, and municipal laws, regulations, and policies.
- 6.3 The language, style and format of content must be consistent throughout the website. ([See Style Guide, online](#))



- 6.4 Images must be original, free of copyright or been granted permission to use and should have little-to-no text in them and include an alternative text description.
- 6.5 Content must be designed using plain language. ([See Government of Canada plain language, accessibility, and inclusive communications best practices guide, online.](#))
- 6.6 Content must be checked thoroughly for accuracy (e.g., spelling, grammar, factuality) to maintain the professional image of the Municipality and the website.
- 6.7 If content is adapted from a third-party source, proper copyright permissions or acknowledgements must be documented.
- 6.8 All portable document format (PDF) files published to the website and created by the Municipality should meet accessibility standards. ([See online, Adobe Accessibility PDF Guidelines](#))
- 6.9 Out-of-date content and information must be regularly removed (archived) from the website to avoid user confusion.

## 7. Quarterly Review Process & Timeline

- 7.1 A review of the website will take place every three months.
- 7.2 Content Contributor/Editor's in collaboration with Department Heads will review the website content of their department/areas of work using the content review check list, Appendix A, and submit their completed checklist to the Communications Officer.
- 7.3 Content Contributor/editors shall make any changes necessary to update, correct or enhance the page content.

### Appendix A - Content Review Checklist

#### Policy Review/Amendment Schedule

Date of Review	Formally Advertised and Amended by Council
December 4, 2023	Review
January 31, 2024	Adopted