

TOWN OF ORROCK WEB CONTENT AND EMAIL POLICY

PURPOSE

The Town maintains a website to assist in the communication of Town business with its residents and utilizes email to communicate in a timely manner. It is the Board's desire to ensure information distributed through these channels are appropriately utilized, information presented on the website is accurate and authorized by the Town Board. Therefore; when considering use of electronic means to communicate Town information, the Board must consider and balance many factors. Factors considered include, but are not limited to information accuracy, who shall be granted administrative duties and what materials shall be authorized for public viewing via the internet.

POLICY

I. TOWN INFORMATION WHICH WILL BE ACCESSIBLE ON TOWN WEBSITE

Only Board approved documents, events which may be of interest to Town residents and, links to other government agencies, shall be available on the Town website. Exceptions to this rule are draft Meeting Agendas and Draft Annual Meeting Minutes. The following categories are some which will be available:

- Approved Meeting Minutes
- Town Board Contact Information
- Certain Town Resolutions, Ordinances and Policies
- Certain Town Permit Applications and Procedures to Make Application
- Required Postings
- Upcoming Events of Interest to Residents

II. ITEMS WHICH SHALL NOT BE AVAILABLE ON TOWN WEBSITE

Information which is private in nature and may be subject to the Data Privacy Act, shall not be made available on the Town website. Unapproved/Draft documents. Advertisements, links to businesses or unapproved agencies.

III. TOWN EMAIL ACCOUNTS

Elected and/or appointed Board members and/or Officers, shall be assigned a Town email address, to be used for official Town business. It is recommended that Board members only use their Town email account for official Town correspondences and not change settings to forward emails to their personal email accounts. The Town of Orrock is not subject to the Data Practices Act. Therefore; email correspondences are not to be considered public, may contain private data making them subject to the Data Privacy Act and are not for distribution to the public, unless necessary to conduct Town business. When Board members leave the Board, all pertinent emails shall remain in the mail folders, for the successor, the email account shall have its password changed, user settings shall be reviewed and password reset prior to assigning the account to the successor of the position.

IV. ADMINISTRATION

The Town Board shall appoint at least one person to be the administrator of the website and email accounts. If no Board member has background in the area, the Board shall appoint a qualified vendor to perform the tasks of keeping the website updated and administer email accounts.

V. POLICY REVIEW

The Board may periodically review and amend this policy, taking into consideration updates to Town, County or State ordinances, resolutions, statutes or policies, as well as changed conditions, new circumstances, constructive criticisms and experiences from website and email operations.

Approved and adopted, by the Orrock Town Board, this 29th day of May 2019.

Corrie Silverberg, Chair

Attest: _____
Brenda Kimberly-Maas, Clerk