

# **MUNICIPAL WEBSITE CONTENT AND ELECTRONIC COMMUNICATION POLICY FOR THE TOWN OF POWNAL VERMONT**

## **PURPOSE**

The sole purpose of Town of Pownal website is to provide information about the town, including various municipal and not-for-profit and social services. In providing an official municipal website and electronic communications, the Town of Pownal does not intend in any manner to create a forum for public discourse, feedback, exchange or proliferation of opinions, or discussion on issues of any nature, with the single exception of an occasional survey to assist the town in service delivery.

## **GOALS**

Goals of the Town of Pownal website and electronic communications are:

- A. To encourage increased citizen participation in town government by making public information more readily available;
- B. To provide electronic access to town information through a logical single point of entry at [www.townofpownal.org](http://www.townofpownal.org);
- C. To keep the public informed of local public community events, municipal meetings, and Town programs;

## **PUBLICATION CRITERIA**

The following criteria will be used to determine if submitted content is appropriate for the website.

- A. Community Calendar - The Town of Pownal website may provide event details for volunteer, not-for-profit organizations providing recreation or enrichment programs for the Pownal community.
- B. E-Newsletter - News and information related to the duties, obligations and goals of various Town departments, committees, and boards may be submitted for publication in the Town of Pownal's e-newsletter.

Suggested content may include, for example:

1. Current Town Department, Board, and Committee activities and public initiatives of interest to the community;
2. Requests for community input / involvement / assistance with activities of a particular Board or Committee;
3. Membership drives for Board and Committee vacancies
4. Citizen surveys;
5. Feature Stories highlighting the progress and outcomes of a specific Town Department, Board, and Committee initiatives and projects.

C. Other Content - The Town's Website may provide information via e-mail distribution and/or links to websites for:

1. Government and not-for-profit educational institutions serving the Pownal community;
2. Elected local legislators for the purpose of disseminating legislative information and updates;
3. Generally recognized volunteer community organizations, established in, or having a significant membership / participation from Pownal.
4. Not-for-profit organizations providing information about employment opportunities in the Town of Pownal.
5. Not-for-profit organizations providing information about tourist attractions in Pownal.
6. Local incorporated branches of State recognized political parties.
7. Religious organizations located in Pownal or serving a significant number of Pownal residents.

#### **EXCLUDED CONTENT**

Except as specified elsewhere in this policy, the Town's Websites and electronic communications will not publish content including:

- A. Copy protected images and/or content.
- B. Opinions or endorsements regarding candidates for office, political issues, or municipal, county, state, or federal initiatives.
- C. Promotion or advertisement of businesses or special interest groups.
- D. Campaign Websites for incumbent and challenging candidates for local, state, or federal office. Further, if an existing website link of a seated candidate is found to be of a campaigning / self-promotional nature, it will be removed from the Town of Pownal website and not referenced in any town sponsored electronic communications.
- E. Political organizations or other organizations advocating a candidate; a position on a local, state, or Federal issue; or pending legislation.
- F. Corporate or other for-profit organizations.
- G. Individual, privately owned or personal home pages.