



The Corporation of the District of North Vancouver

CORPORATE POLICY MANUAL

Section:	Information Systems & Services	4
Sub-Section:	Internet	1345
Title:	EXTERNAL LINKS ON DISTRICT WEB SITE	1

POLICY

The District of North Vancouver recognizes that the District's web page (www.dnv.org) is an important communications tool. The District strives to be a leader in Municipal web sites and to take a proactive, interactive approach to communications with District taxpayers and the general public. This policy will act as a guideline when dealing with requests from outside organizations to link through the District's web page to an external site.

REASON FOR POLICY

To provide guidelines to staff regarding linking to external web sites through the District's web site.

PROCEDURE

The District will provide links to external sites provided that: 1) the content enhances the service provided by the District, 2) linkage is deemed appropriate by the owner department*, and 3) the link meets the following criteria:

- Any government (Municipal, Provincial or Federal) agency or service,
- Subject-focused web sites of regional interest (i.e. Lions Gate Bridge Project, Lower Mainland Treaty Advisory Committee, etc.)
- External sites whose information content enhances the service or information provided by the owner-department (i.e. Tourism links to registered North Shore tourist locations and services, Film Office links to BC Film Commission, etc.).
- Any registered, non-profit organization, if the information/service provided enhances the quality of life for District taxpayers (i.e. Meals on Wheels, NS Multicultural Society, etc.).
- Any District partner organizations (i.e. Library, Chamber of Commerce, etc.)
- Any registered Community Association or Council Committee.
- External sites do not contain any material that expresses an opinion regarding candidates or referenda questions that are the subject of a local government election, between the first day of the nomination period until following the respective election.

THE DISTRICT:

- is not responsible for the content, accuracy or maintenance of external web sites.
- will not provide links to sites that are inconsistent with the District's Community Diversity Policy #10-4720-2, or contain offensive material (i.e. racism, pornography, obscenities, etc.).
- will provide links to commercial sites only if deemed appropriate by the owner department as having relevant content information to users of the District site.
- the District reserves the right to terminate any link at any time; subject to firstly attempting to contact the owner of the web site and resolve any concerns.

GENERAL

- It is the responsibility of the owner department to determine which links are appropriate for the District web site, based on the above criteria. Owner departments can consult with the Webmaster or Communications Officer for clarification.
- Responsibility for ensuring links are current and are consistent with this policy will rest with the owner department.

(*) **“Owner department”** is defined as the departmental portion of the web site that contains the relevant information and links (i.e. the owner department for tourism links is the Arts, Culture and Tourism Department).

Approval Date:	June 4, 2001	Approved by:	District Council
1. Amendment Date:		Approved by:	
2. Amendment Date:		Approved by:	
3. Amendment Date:		Approved by:	