

<b>City of Northfield, Minnesota</b>	<b>Policy Number: 1.04</b>
	<b>Adopted: 09/21/2010 – Motion M2010-0163</b>
<b>ADMINISTRATIVE POLICY</b>	<b>Revised:</b>
<b>Adopt the City of Northfield Policy for Mayor's Youth Council Website as presented</b>	

## City of Northfield Policy for Mayor's Youth Council Website

The Mayor's Youth Council (MYC) was created in April 2006 by a Resolution adopted by the Northfield City Council for the purposes of assisting with the identification of issues important to residents of the City of Northfield (City), working with community partners and other youth initiatives to help design and implement solutions to address opportunities and areas of concern, and providing youth perspectives on relevant issues to the City Council and other local groups. The Northfield Healthy Community Initiative and Northfield High School have agreed to partner with the City to support the MYC.

The MYC wishes to create and maintain its own website, [NorthfielDYOUTH.org](http://NorthfielDYOUTH.org) ([www.northfielDYOUTH.org](http://www.northfielDYOUTH.org)). Recognizing that the purpose of government websites/publications is to provide information about the government unit's duties and jurisdiction and to facilitate access to public services and information related to the responsibilities or functions of the government unit, the City in this policy authorizes the MYC to establish and maintain its own website, subject to the terms and conditions of this policy. The MYC's website is a publication and shall be treated as such, as the MYC and the City may risk liability for claims related to information that is maintained on the MYC's website. For example, the MYC and/or the City could risk defamation claims if false data is placed on the MYC's website, or claims for violation of the Minnesota Government Data Practices Act if private or confidential data is placed on the MYC's website. Therefore, the MYC's website shall at all times comply with the following terms and conditions:

1. **MYC Responsible for Content.** The MYC shall be responsible for creating and updating all content.
2. **Disclaimer.** The disclaimer attached to this policy as Appendix A must be incorporated into the website. The disclaimer must be easily accessible on the website by a link accessible from every page.
3. **Copyright Laws.** Content must comply with any applicable copyright, patent and trademark laws before the information created by someone other than the city is placed on the website.
4. **Data Practices Act.** Information must be reviewed for accuracy and compliance with the Minnesota Government Data Practices Act before it is placed on the website.
5. **Quarterly Content Reviews.** The MYC shall be responsible for reviewing content at least quarterly to ensure it is timely, accurate and current. If information changes between the quarterly reviews, the MYC shall update its content immediately.
6. **Permissible Content.** The following information shall be permitted without pre-approval by the City Council, the City Administrator or his/her designee:
  - MYC's logo shall be the consistent logo used throughout the website on various pages, however the City's logo may be used in conjunction with MYC's logo.

- A list of current MYC members and a description of the group and its objectives, including news posts concerning MYC initiatives and activities.
  - Current news items relevant to local youth.
  - A calendar of upcoming events and activities relevant to local youth.
  - A current list of volunteer opportunities and contact information.
  - A list of city/district/state elected officials and their contact information.
  - Information on local job opportunities including a listing of local businesses that often hire Northfield youth.
  - A current list of internship possibilities opportunities and contact information.
  - Links to other organizations in/around Northfield relevant to local youth, including The Key, Northfield Public Schools, 5th bridge, City of Northfield, etc.
7. Impermissible Content. Any information not specifically identified as permissible content in Paragraph 6 above shall be prohibited unless MYC obtains preapproval from the City Council, the City Administrator or his/her designee, specifically including but not limited to the following:
- Logos, Banners and Advertisements. Logos, banners and advertisements are prohibited because they are distracting, do not align with the primary purpose of a governmental publication website, and detract from a simple, clean, professional look. Included in this prohibition are any extraneous graphical or textual items not related to the City of Northfield website.
  - Blogs. The MYC website will not host or link to weblogs. Some of the reasons supporting this policy include the following:
    - Other organizations in Northfield already provide blogging opportunities to the public.
    - There is a perception that blogs are personal, subjective, and uncontrolled.
    - It is difficult to define and observe the line in a government-sanctioned website and/or blog between personal and official information, opinions, endorsements, and there is an accompanying concern over the legality of posting the blogs of individuals on a city government website.
8. Links. Links must comply with the purpose of a public website. A public website is not intended to be a venue for advertisements or endorsements. Links to other websites must be limited to those of governmental or quasi-governmental entities, or links that support City or Mayor's Youth Council specific goals and/or projects. Links to websites that are strictly commercial, political or religious in nature are prohibited. Additionally, MYC is responsible for ensuring that links specifically relate to page content and monitoring links for web address changes or other difficulty, including checking department provided links during quarterly reviews to ensure that such links are still operational.
9. Reservation of Rights. The City reserves the right to take the following actions:
- Deny content, links, or any material on the MYC website that do not meet the criteria set forth in this policy.

- Require MYC to immediately remove any content, external link, or any other material on the MYC website that provides or promotes false, defamatory, illegal, infringing or incorrect information or if the nature of the organization to which the link or content relates to no longer complies with the City's policy.
- Revise the policy regarding links or content without prior notice when the City considers such revisions to be in its best interests.

10. Governing Law. The laws of the United States of America, State of Minnesota and City of Northfield govern the MYC's website.

Violations of the above terms and conditions of this policy may result in MYC being required by the City Council, City Administrator or his or her designee to disable the website immediately.

