

Policy Name: Website Content
Section: 3000 Operational: 3100 Administrative
Policy Number: 0000

Purpose: To specify how website content and advertising will be managed by the Park District.

Reference: None applicable

Policy:

The Park District website will be used primarily for public education, and publicity of parks, programs and special events owned and/or offered by the Park District. The website will also be used to communicate Park District business matters such as board meeting dates and locations, agendas, minutes, notice of public hearings and workshops, and other pertinent community information. Overall content of the District's website will be managed by the District's Public Relations Coordinator under the direction of the Executive Director.

On a space available basis, the District website may include links to other non-profit community or municipal websites, or the websites of corporate partners/event sponsors. Such requests will be submitted to the District's Public Relations Coordinator for approval. The length of time for community website links or postings is subjective and shall be determined by the Executive Director or his/her designee based on the District's needs and priorities.