

MIDDLETOWN TOWNSHIP WEBSITE POLICY

The purpose of the Middletown Township website is to promote the programs, services, policies, and objectives of the Township. This policy specifically addresses links and informational announcements on the site.

The Township's website contains links to other sites, which allow site users to leave the Township's site. The Township cannot and does not make any representation about these sites or the materials and/or information available there. The fact that the Township made these links available is not an endorsement or recommendation by the Township of any of these sites.

Middletown Township respects the value of providing contact information to community resources. When organizations make an official request to the Township for inclusion on the Township website, municipal staff will review the request to determine its relevance and appropriateness. The following criteria will be used to decide whether to grant requests for links to and announcements for outside agencies to be placed on the Township website.

MIDDLETOWN TOWNSHIP WILL CONSIDER PROVIDING LINKS AND ANNOUNCEMENTS FOR:

- Federal, State, or local governmental agencies as well as other websites maintained by or on behalf of international, national, state, regional, or local governmental or public educational agencies.
- Non-profit groups of which the Township is a member, or which directly support the mission of the Township by providing resources for the fulfillment of Township services
- Organizations that receive direct financial support from the Township
- Organizations that provide a public service to the community with regard to emergency information, public safety information, and/or public health information
- Community non-profit charitable, educational, recreational, scientific, or cultural organizations
- Public and private utility service companies
- International, national, state, regional or city professional organizations at the discretion of the departments whose activities pertain to such professions
- Information provided by departments that pertain to the areas of knowledge the departments are involved in or have knowledge of
- Promoting the economic development and health of the Township.

IN KEEPING WITH ITS GOVERNMENT PURPOSE, MIDDLETOWN TOWNSHIP WILL NOT PROVIDE LINKS OR ANNOUNCEMENTS FOR:

- Commercial enterprises or non-profit organizations, unless they fit any of the criteria stated above.

- Religious-affiliated sites, in order to avoid the appearance of Township endorsement of any religious related content
- Political campaign information or endorsements, or sites that are associated with, sponsored by, or serving a candidate for elected office, any political party or organization supporting or seeking to defeat any candidate for elective office or any ballot proposal.
- Political organizations or other organizations advocating a local, state, or federal issue.
- Agencies, organizations, and companies sponsoring or otherwise participating in Township activities as related to that Township activity. Though no link is permitted, these donors may be acknowledged through a display of their names, logos or other information.
- Promotion of illegal materials or information.
- Individual or personal homepages.

The Township reserves the right to refuse to post any website links or to delete links already posted at any time, in conformance with this policy, without notice.

REMOVAL PROCESS

Links from Middletown Township website will be reviewed regularly and may be removed for the following reasons:

- The link no longer points to the original information or resources to which it was intended to point.
- The information pointed to by the link is inaccurate, misleading or otherwise violates the criteria and requirements set forth above.
- Access to the information has become difficult due to non-standard formatting, lengthy download times, or intrusive advertising.
- The link is permanently unreachable or remains unavailable for a lengthy period, especially if we are unable to contact the site manager about the site's status.

RECIPROCAL LINKS

Middletown Township does not enter into reciprocal link agreements. The Township provides links to sites that are consistent with this policy. The creation of a link to an outside site does not obligate the site owner to provide a link back to the Township, but the owner may do so.

AUTHORITY OF MANAGER

The Township Manager is authorized to order removal of material from department websites which is noncompliant with these adopted guidelines.

Adopted 11/27/06