Website Management and Governance

Below are policies for managing the website including how content is to be approved and who will add the content:

- No advertising to avoid conflict of interest.
- Ensure continuity of operations during emergencies; develop emergency procedures. Clerk and Assistant: This doesn't have to be overly complex. Develop a paragraph procedure and submit to Selectboard, so that in the event of an emergency, they know who to contact, how to contact them, and what the expectations are.
- Collaborate in developing cross-department websites and content. Specifically in Sutton, make sure that Clerk and Assistant are not duplicating efforts.
- Avoid redundancy. EX: if you are posting a document under the main Documents tab, there is no need to also add the document as a stand along page and a drop down.
- Create operating procedures to manage the site and all the functions that support it: everyone in the governance structure knows and understands the policies and procedures. *WE HAVE OUTLINED THIS BELOW IN THE ROLES AND RESPONSIBILTITES SECTION. FOLLOW THIS.*
- Establish responsibilities for each person that is involved with the website: everyone should know and understand their roles and be accountable for their content areas. *WE HAVE OUTLINED THIS BELOW IN THE ROLES AND RESPONSIBILTITES SECTION. FOLLOW THIS.*
- Establish a policy for content approval with roles for staff that will approve and manage content. In Sutton, content is to go to Clerk and Assistant.
- Measuring and tracking the effectiveness of the website should be developed including monitoring analytics for site visits. The Sutton website has Google Analytics installed. You access this through the Google account information that Assistant has.
- Separation of municipal services from Chamber of Commerce, business associations, etc. The town website will not host pages for private organizations, but can link to them.
- Linking policy – as a government entity, make sure links only go to appropriate content off the town website. It is not Clerk's or Assistant's responsibility for where another website's links go, but the links off the town website should be checked not only for appropriate content, but to make sure they work. Disclaimer: Town of Sutton is not responsible for another website's content.
- Privacy policy– see accompanying document for what information is collected from each person's visit. The website will be collecting analytics data.

Roles and Responsibilities

Task: Selectboard Meetings Minutes:
Upload Minutes as pdf within five days
Who: Secretary for Selectboard will email both draft and approved minutes to Gail
When: Once per month, after last Thursday meeting and after any special meetings

Task: Planning Commission and Development Review Board Minutes
Upload Minutes as pdf within five days
Who: Secretary for PC/DRB will email both draft and approved minutes to Gail
When: Once per month, after every special meeting, and after scheduled DRB Meetings

Task: Fire Department News

Post updates/news as it becomes available
Who: Dana Patoine will forward updates/news to Gail
When: As events arise

Task: Updating Calendar Events
Who: Gail Weed & George Colburn (Assistant and Clerk)
When: Will be updated as events arise

Task: Keep News and Announcements Current/Update
Who: Gail Weed & George Colburn
When: Will be updated as needed

Managing Content

- Gail and/or George need to approve content before it goes on the site.
- Documents are to be posted as PDFs by Gail.
- Provide dates and ensure content is current.
- Organize content based on audience needs.
- Follow handicapped accessibility guidelines for text and images.
- Write for the Web in plain language.
- Use basic common content, terminology and placement.

Other content citizens (and visitors) may want to find on a municipal site:

- Town committees' meeting agendas are to be posted in advance of the meeting.
- Town officers' Announcements/Videos of meetings.
- Laws and ordinances, land records, tax payment due dates, fines, and license fees.
- Special event information.
- Town demographics and data (where not posted on NVDA Website—linked to Sutton Website).
- Searchable Grand List
- Local information and attractions