

APPROVED: _____



EXTERNAL WEB LINKS

I. GENERAL

The Fairbanks North Star Borough (FNSB) website is a tool to provide convenient public access to information related to Borough government. At times it serves the Borough's interest to include links to websites belonging to other organizations on the FNSB website.

II. PURPOSE

The FNSB may include external web links on the Borough website hosted by the Digital Services Department in accordance with the best interests of the Borough government, and state and federal law. The purpose of this policy is to establish guidelines to determine which web links may be added to the FNSB website.

III. RESPONSIBILITY

A. Department directors shall ensure that their department staff follows the procedure set forth in this policy.

B. Digital Services will enforce this policy

C. Human Resources shall maintain this policy.

IV. POLICY

A. Any posting, publication, or display of web links on any Borough website hosted by the Digital Services Department to any non-Borough website must be limited to websites that:

1. a) primarily provide information regarding borough services, public recreational activities within the borough, or services for borough employees; or primarily promote economic development and/or commerce in the borough; and

b) are owned, maintained, and supported by an entity that is party to a written contract with the Borough; or are owned, maintained, and supported by a nonprofit entity that is party to a written contract with the Borough.

or

2. are owned, maintained, and supported by a federal, state, or municipal governmental entity; or

3. are temporarily displayed by designation of the Mayor to benefit the health and welfare of borough residents when a natural disaster has occurred, or threatens to occur, in the Borough."

4. are provided through the library's website, and selected to facilitate research, learning and recreational pursuits, as if selecting and

purchasing material for the library collection; commercialized sites should not be linked unless they are a source of informative and accurate information, as opposed to solely product promotion.

- B. Any web links on any Fairbanks North Star Borough website to any non-Borough website must display a disclaimer containing the following text before directing the user to the non-Borough website:

You are exiting the Fairbanks North Star Borough Web Server.

Thank you for visiting our site.

We hope your visit was informative and enjoyable.

Please note: the Fairbanks North Star Borough has no control over the contents posted on any linked external web sites and these sites may have separate terms of use and privacy policies. The inclusion of this web link does not imply endorsement by the Fairbanks North Star Borough of the site, its content, advertisers or sponsors.

- C. The Borough website shall not be used to identify, advertise or promote community information or events other than through the use of the web links as identified above.

V. PROCEDURE

- A. A request from a department director for the addition of an external web link to the FNSB website shall be submitted to the Digital Services Department Director or designee for review and approval. Approval will be based on the criteria outlined in Section IV, A. above.
- B. If approved, Digital Services will add the web link and disclaimer statement as indicated above.

VI. SUPPLEMENTAL INFORMATION

A. Definitions –

1. External Web Site – A website that is owned, maintained, and/or supported by organizations other than the FNSB.
2. Digital Services hosted website – A website that is owned by the FNSB and maintained, and supported by the Digital Services Department.
3. Hyperlink – An element in an electronic document that links to another place in the same document or to an entirely different document.
4. Web Link – A hyperlink that displays a new web page in the web browser window

B. Attachments – None

C. Revision History- None

Supersedes Policy No.	Effective Dates
40.02	11/19/04
40.02	03/28/13
40.02	01/15/20