



# City of Riverside Administrative Manual

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*Policy Owner(s):* City Manager's Office,  
 Office of Communications

*Approved:*

*Kaitlin Reiersen*  
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 Department

*Michael D. Moore*  
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 City Manager

**SUBJECT:**

**Website Linking Policy**

**PURPOSE:**

The City of Riverside (City) maintains a website as one of its principal mechanisms to inform the community, businesses, residents, and visitors about the facilities, services and available of the City of Riverside. The official City web site, <http://www.riversideca.gov>, is the website for information about Riverside. The City has established this website as a "nonpublic forum" whose primary purposes are to facilitate communication between the City and the public, provide an alternative method for conducting certain business with the City, and the dissemination of information related to policies, programs, and services provided by, either in full or in part, and/or administered by the City. Since this website is a nonpublic forum, the City reserves the right to grant or deny requests to establish links from this website to websites controlled or maintained by other entities or individuals.

**APPLICATION**

This linking policy applies to the City's website, "<http://www.riversideca.gov>", or other official City websites or home pages as may be created, managed and maintained by the City. Departments and agencies maintaining separate websites outside the City's official website shall also be required use this Linking Policy. Deviations from this policy shall require the approval of the City Manager.

**THIRD PARTY LINKS ON CITY WEBSITE**

The City website contains links to local, state and federal government agencies and to other, non-governmental websites. In establishing and maintaining its official website, the City does not intend to create any forum or other means for public discourse. Rather, the sole and limited purpose of the permitted external links is to provide information about the City for residents, businesses and visitors. The City does not endorse or provide preferential treatment to any third-party websites or associated organizations or persons. Since the City does not control third party websites, it does not warrant that third party websites are accurate or reliable or that they have operational links. The user will be required to acknowledge and agree that the City is not liable in any way for the content, accuracy, reliability, viewpoints, policies, or products provided by these external resources.

It is the City's policy to limit external links to the following entities and organizations:

- Other governmental agencies;

- Entities with which the City has an existing formal, contractual relationship;
- Private educational institutions operating within the City and as defined in Education Code § 210.1, or as described in Education Code § 66010(a) and (b);
- Maintained by a not-for-profit charitable, recreational, or cultural organization serving the Riverside community and receives direct financial support from the City;
- Commercial entities that provide information or services that enhance the usability of the City's web site for visitors;
- Entities and organizations whose primary purpose is to provide the location, telephone number and/or description of City hotels, restaurants, tourist attractions and similar kinds of tourism information;
- Third-party websites that have submitted content to the City of Riverside Community Calendar; and
- City-owned and -maintained social media websites.

In addition, the City reserves the right, at any time and without notice, to:

- Deny or discontinue an external link at any time if the website provides or promotes false, slanderous, illegal, infringing or incorrect information;
- Remove any external link if the nature of the organization to which the link relates no longer complies with the City's external link policy; and
- Revise this policy without prior notice when the City considers such revision to be in its best interests.

## **RESPONSIBILITIES**

It shall be the responsibility of the Office of Communications to:

- Maintain the City's web site main page and portal;
- Monitor links to ensure compliance with criteria set forth above;
- Advise departments and agencies of non-compliant links; and,
- Coordinate any request to deviate from the Linking Policy with the City Manager's Office.

It shall be the responsibility of the qualifying site from departments and agencies to:

- Provide a link from their home page to the City's web site using a logo provided by the City for that purpose or an official logo from their department or agency;
- Use City header navigation and footer;
- Provide to the City's webmaster a logo or symbol to be induced as part of the organization's link;
- Maintain their site in conformance with the above criteria for linking; and,
- Pursue outreach efforts to provide assistance to nonprofit and community groups offering direct services to citizens of the City in the creation of web sites and placement of such sites on the web that meet the criteria set forth in this policy at little or no cost.

It shall be the responsibility of the City Manager's office, after consultation with the City Attorney's Office, to approve any deviation from the Linking Policy.

## **DISCLAIMER**

The following disclaimer shall appear on the links page of the official City website:

"General Disclaimer:

Although the official City of Riverside web site may contain links to other web sites controlled by third parties, the City of Riverside provides these links merely as a convenience. The appearance of a link or reference to other sites from the official City of Riverside web site does not constitute an endorsement or reflect the opinions, standards, or policies of the City, its elected officials, appointees, employees, or agents. The City of Riverside assumes no responsibility for the content of the material contained at those sites or for the accuracy of any information found there. Access to other web sites is at your own risk, and the City of Riverside shall not be liable for damages of any nature whatsoever resulting from linking to other web sites from the official City of Riverside web site.

Conditions of Use:

By visiting the City of Riverside website, users agree that they will not use the site for any unlawful activity, or use it in any way that would violate the terms and conditions of use. This website is governed and construed by the laws of the State of California. Any use of the website shall comply with all Riverside City and California laws and regulations as well as with all federal laws and regulations. Unauthorized attempts to upload information or change information on this website are strictly prohibited and may be punishable under state law and federal statutes including the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act. We monitor network traffic to identify unauthorized attempts to upload or change information or to otherwise cause damage to the City of Riverside's website. Anyone using this Web site expressly consents to such monitoring."

**SOURCE OF AUTHORITY:** Charter of the City of Riverside, Section 601

**Attachments:** None

<b>Department Review</b>			
<i>Required</i>	<i>Department</i>	<i>Signature</i>	<i>Printed Name</i>
<input type="checkbox"/>	City Attorney		
<input type="checkbox"/>	City Clerk		
<input type="checkbox"/>	CEDD		
<input checked="" type="checkbox"/>	Ofc. of Communications		Kaitlin Reiersen
<input type="checkbox"/>	Finance		
<input type="checkbox"/>	Fire		
<input type="checkbox"/>	General Services		
<input type="checkbox"/>	Housing		
<input type="checkbox"/>	Human Resources		
<input type="checkbox"/>	IT		
<input type="checkbox"/>	Library		
<input type="checkbox"/>	Museum		
<input type="checkbox"/>	Ofc. of Homeless Solutions		
<input type="checkbox"/>	Parks, Rec & Comm Svcs		
<input type="checkbox"/>	Police		
<input type="checkbox"/>	Public Utilities		
<input type="checkbox"/>	Public Works		