

MUNICIPALITY OF THE COUNTY OF ANNAPOLIS POLICY AND ADMINISTRATION MANUAL	AM – 7.3.1
Section INFORMATION MANAGMENT	Subject Promotion and Publication Policy

1.0 Purpose

It is essential that the County’s printed publications, website social media and electronic signs and promotional signs provide community information that is accessible, accurate, up-to-date, visually pleasing, easy-to-read and easy-to-find.

Electronic signs provide accurate, timely information that is important to promoting facilities and community events.

In addition to information pertaining to municipal services, the County's publications and website, social media platforms and signage of any kind may also contain information to inform the reader about community-based events and activities, including but not limited to information from other governments, community groups, non-profit / charitable organizations, service clubs and businesses that provide economic and tourism opportunities in the region.

2.0 Authority

This policy is enacted pursuant to Section 48 of the *Municipal Government Act*, as amended.

3.0 Definitions

3.1 County – means the Municipality of the County of Annapolis.

3.2 Major Community Attraction - place of interest which draws visitors, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities. Some examples include historical places, landmarks and monuments, museums and art galleries, botanical gardens, buildings and structures, parks, forests, theme parks, exhibitions, festivals, culinary, beverage, agriculture industry, farm / seafood markets, and cultural events.

3.3 Professional Association - a non-profit organization seeking to further a particular profession, the interests of individuals engaged in that profession, and the public interest.

3.4 Service Club – a formal association of people with similar interests dedicated to promoting community welfare or public service.

3.5 Website - group of pages on the World Wide Web maintained by the County of Annapolis to provide information to residents and visitors about the region, its local government and the programs and services the local government provides. In this policy, Website does not include associated portals or social media venues intended as a forum for public input and postings.

3.6 Electronic signs – Signs that are electronic that are located on County of Annapolis property and or owned by the County of Annapolis that are digital in nature.

3.7 Signage- Signage that promotes the County of Annapolis facilities or general promotion which is located on County of Annapolis property used for directional signage on highways and or used for events and programs.

4.0 Objectives

The objective of this policy is to provide a clear, fair and accessible process for sharing information with the community about events, activities facilities, tourist and economic opportunities.

MUNICIPALITY OF THE COUNTY OF ANNAPOLIS POLICY AND ADMINISTRATION MANUAL	AM – 7.3.1
Section INFORMATION MANAGMENT	Subject Promotion and Publication Policy

5.0 External Links on the Web Site

5.1 The County of Annapolis will consider posting external links on its website if the link is directed to the website of:

- An official government website (municipal, regional, provincial, federal).
- A county-funded agency or board.
- An organization which is affiliated to the County of Annapolis (e.g., an organization to which the County appoints a board member).
- An organization identified as eligible for a grant under the County's Grant Policy.
- Service clubs operating in the County of Annapolis that perform service work that benefits residents.
- A registered non-profit society or charitable organization (registered charitable number) that operates within the County of Annapolis.
- A major community attraction as determined by the County of Annapolis.
- A professional association.
- Community suppers.

5.2 The County will not post external links and or create advertisements on its website and on electronic signs and other signage for:

- Personal websites;
- Political parties;
- Organizations promoting religious or spirituality beliefs.

5.3 External links will be removed by the County without notice if, but not limited to, any of the following conditions apply:

- The site's original information has been altered and the context of the information has changed;
- The site no longer meets the conditions listed above for acceptable external links;
- In the County's opinion, the information on the site becomes inaccurate;
- Page formatting, lengthy download items or intrusive advertising make accessing information difficult;
- The link returns a "not found" error for more than 72 hours;
- The link promotes, exhibits, illustrates or manifests hate or obscene / pornographic / sexual content of any kind;
- The site and content does not comply with municipal, provincial or federal legislation.

MUNICIPALITY OF THE COUNTY OF ANNAPOLIS POLICY AND ADMINISTRATION MANUAL	AM – 7.3.1
Section INFORMATION MANAGMENT	Subject Promotion and Publication Policy

5.4 All websites will be reviewed to ensure that, in the sole opinion and discretion of the County of Annapolis, they meet and are in keeping with the above criteria. Enforcement of this linking policy and the decision on whether or not to add, remove or deny an external link on the website will be made by the Chief Administrative Officer or manager designated by the Chief Administrative Officer to make such decisions.

5.5 The County of Annapolis does not make any representation or warranty, expressed or implied, concerning the accuracy, quality, likely results or reliability of the information contained on externally linked websites or on the electronic sign.

5.6 The County reserves the right to post any additional links to its website / electronic sign that it deems to be in the community interest; and to refuse to post any external links or to delete links already posted on its site at any time without notice.

6.0 Community Postings on Web Site, Social Media, Printed Publications & Other Formats

6.1 Staff may post information regarding activities, programs, meetings, events and festivals organized by the County of Annapolis and its affiliates on its website and appropriate printed materials.

6.2 Members of the public may submit event information for approval to be included on the County's calendar and will include the electronic sign although priority of use will remain. To be eligible for consideration the event must be open to the general public, occur within the geographic boundaries of the County of Annapolis (including the Towns of Annapolis Royal and Middleton), have a direct benefit and meet one of the following criteria:

- Organized or funded by another order of government.
- Organized by a government-funded agency or board.
- Organized by a County of Annapolis affiliated group.
- Hosted or organized by an agency identified as eligible for a grant under the County's Grant Policy.
- Funded in full, or in part, by the County of Annapolis.
- Sponsored by the County of Annapolis.
- Organized by a registered non-profit society or charitable organization (registered charitable number) that operates within the County of Annapolis
- Organized by a service club operating within the County of Annapolis performing work that benefits residents.
- Located in a facility owned or leased by the County of Annapolis.
- Examples of a direct benefit would include the Apple Blossom Festival, Digby Wharf Rat Rally and Kingston Steer Barbeque.

MUNICIPALITY OF THE COUNTY OF ANNAPOLIS POLICY AND ADMINISTRATION MANUAL	AM – 7.3.1
Section INFORMATION MANAGMENT	Subject Promotion and Publication Policy

6.3 Events submitted by the public will not be published on the County's calendar or on the electronic sign if they:

- Promote, exhibit, illustrate or manifest hate or obscene / pornographic / sexual content of any kind;
- Do not comply with municipal, provincial or federal legislation;
- Promote an individual religion or religious service;
- Promote partisanship or an individual political agenda.

6.4 Events deemed by the County of Annapolis to be political in nature will not be posted after the official announcement of a federal or provincial election, or after the 1st day of a municipal election year.

6.5 To be considered for publication an event submission must be accompanied by a name and contact information of an individual from the event organizing committee. Anonymous postings of events will not be published.

6.6 In the case of the electronic sign the priority of use shall be the following and the county of Annapolis will designate users that will control the sign.

6.7 Priority of use for the Bridgetown Electronic Sign:

- To promote the Bridgetown Regional Outdoor Sports Hub.
- To promote activities of the Bridgetown Regional Community School.
- To promote the activities of the community that relate to special events and programs.
- (In the event of a general emergency the sign will be used accordingly by the County of Annapolis)
- There will be no business advertisements allowed on the sign .

6.8 Decisions on whether or not to add, remove or deny the posting of an event to the County's website calendar will be made by the Chief Administrative Officer or manager designated by the Chief Administrative Officer to make such decisions.

6.7 The County of Annapolis does not endorse or make any representation or warranty, expressed or implied, concerning the accuracy, quality or reliability of information posted on its website or printed events calendar or information in the electronic sign that has been submitted by a member of the public.

6.8 The County reserves the right to post any additional events to its calendar and to the electronic sign (s) that it deems to be in the community interest; and to refuse to post or remove any event on its website calendar at any time without notice.

7.0 Advertising

7.1 The publication, production and placement of advertisements will be at the discretion of the Chief Administrative Officer or manager designated by the Chief Administrative Officer to make such decisions.

