ADMINISTRATIVE PROCEDURES

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County Administrator

SUBJECT: **Pima County Website Content Governance & Operating Procedure**

DEPARTMENT RESPONSIBLE: **All County Departments**

I.   PURPOSE

This procedure establishes the procedures that Pima County uses to ensure high quality and consistent content, organization and presentation of information on its official website at www.pima.gov as well as its official associated social media sites.

For the purposes of this document, pima.gov incorporates the County's public-facing website with www.pima.gov as the primary entry point with links to non-participating elected official or grant websites. This document outlines the mission of pima.gov, its technical and information architectures, its content management practices and associated metrics. This document also covers Pima County's social media procedure.

For questions about these procedures, contact the Pima County Communications Office.

II.   PIMA COUNTY WEBSITE (pima.gov)

A. About pima.gov

Pima.gov serves as a portal to relevant official information and services for constituents, businesses, and visitors. The website aims to promote Pima County as a great place to live, work, and play. In doing so, it strives to:

- Provide a unified entry point for all of Pima County's online public resources
- Offer intuitive navigation to dynamic, compelling, accurate and up-to-date content
- Broaden Pima County's reach to constituents
- Convey the County's brand and departments' key messages

B. Site Organization

Pima.gov provides a service-oriented approach to the organization of department information and services. Information is logically organized by topic or task. In addition, information is also accessible by department function. Consistent navigation and search capabilities are used throughout the website to allow

multiple ways of accessing information.

C. Content Management System

Pima.gov makes use of an online content management system (CMS). The CMS empowers approved department users to edit website content without the need for special technical skills. This allows the individuals most familiar with the information to take control of their web content rather than relying on a web developer to make content changes.

The CMS separates content editing from design to ensure that all pages have a consistent visual identity and key navigation elements, which frees departments to concentrate on content rather than web development or design. The CMS includes a built-in approval workflow system to ensure the appropriate people review content before it is published online.

III.   WEB CONTENT MANAGEMENT STRUCTURE

A. Roles and Responsibilities

1. **The Communications Office** (CO), in consultation with the County Administrator's Office, establishes the strategic direction and priorities for pima.gov and ensures that the website strategy aligns with the County's organizational and strategic objectives. The CO provides editorial assistance and guidance to County departments and has primary responsibility for the following tasks:
   - Maintain pima.gov homepage content to ensure accuracy and timeliness
   - Identify fast-track initiatives for immediate action
   - Provide web content guidance to department workflow teams, including developing a style guide, a best practices for writing on the web guide and a web publication standards guide
   - Establish minimum review cycles for published content
   - Review and update web policies and procedures based on changes to legislation, regulations or policy guidance and technical innovations
   - Use web metrics to make recommendations for website content
   - Represent the County along with other appropriate county staff in interagency and partnership online efforts

2. **The Web Development Team** (WDT), a section within the Information Technology Department (ITD), has direct program management and operational and technical responsibility for the technology platform. The WDT provides technical and budget support for pima.gov and has primary responsibility for the tasks below:
   - Manage budget and technical staff resources for pima.gov
   - Implement application integration and functionality
   - Develop web applications in conjunction with departments to meet their customers' needs

- Manage relationship with the supporting vendor and coordinate communications with CMS developer
- Coordinate with other IT groups and vendors to meet security and disaster recovery requirements and coordinate website infrastructure maintenance and upgrades
- Meet reporting requirements from Board of Supervisors and County Administrator's Office
- Analyze customer data and web metrics to provide status reports to CO and departments, and to improve the usability of the pima.gov website
- Coordinate the training of website users

3. **Pima County Departments are** responsible for creating and maintaining content on their pima.gov pages as well as any approved associated social media sites and for adhering to the requirements set forth in this document. Individuals within departments are assigned roles and create, review and publish content to pima.gov using the site's content management system (CMS). Departments provide information directly to County customers by posting and maintaining content on pima.gov. As the primary content contributors, they have the following responsibilities:

   - Create and maintain content that supports the County's mission and assists citizens in conducting business with the County
   - Implement an internal approval process (workflow) that ensures all content has appropriate party approval before being published
   - Establish a specific lifecycle for content published on pima.gov and perform regular audits on content to ensure accuracy and timeliness
   - Ensure social media activity complies with controls set out in the Pima County Social Media Procedure *(Appendix IX. E)*
   - Bring web management or technical issues to the attention of the WDT and content issues to the attention of the CO
   - Coordinate with the CO and WDT to continuously improve web update efficiency and performance

4. **Workflow teams** review all content on pima.gov prior to it being published. Department heads must identify individuals in their departments to act as website content Authors and Approvers and may also designate Editors when an additional internal review step is desired. Department heads are encouraged to identify more than one individual for each workflow role.

   Workflow teams may include Communications Office Reviewers depending on the department and content type. Members of the Communications Office serve in the Communications Office Reviewer role and ensure content is properly prepared for the general public before going to department Approvers for publication

Workflow Roles:

- **Department Author** (required)
  - Create and update content posted on pima.gov

- **Department Editor** (optional)
  - Edit content for accuracy, grammar, punctuation and spelling
  - Ensure consistency of content within the department and prevent duplication of effort
  - Identify opportunities to create content

- **Communications Office Reviewer** (dependent on content)
  - Review content intended for the general public
  - Ensure content meets the County style guide and publication standards and uses proper grammar, punctuation and spelling
  - Ensure content is comprehensive and complete
  - Ensure content furthers the County's strategic plan

- **Department Approver** (required)
  - Publish finalized and approved content
  - Assign a lifecycle to the content and material being reviewed
  - Serve as the point of contact for communication and discussion concerning web content publication and maintenance
  - Periodically review all posted content in the Department's subject domain, including:
    - monitoring content for timeliness, accuracy and policy and procedure alignment
    - checking for broken links or other errors
    - updating contact lists
    - monitoring web metrics provided by the Web Development Team

Workflow Creation

Workflows may vary by type of content and department. The Communications Office will work with departments to determine appropriate workflows and the Web Development Group will create and modify the workflows in the CMS.

Page Creation and Workflows

Authors can create a new page, apply a template, add components and assign a workflow. After populating the page with content, clicking the Publish button triggers the workflow.

All new pages automatically have workflow C or D because the Communications Office must review them. After reviewing new content, the CO may edit the Workflow to opt out of future edits if the content meets the requirements for "Department Only" Workflows A

and B.

Workflow A and Workflow B are "Department Only" Workflows

Workflow A: Author ←→ Approver

Workflow B: Author ←→ Editor ←→ Approver

Content that requires a Department Only Workflow includes:
- Technical or specialized content
- Content intended for a professional audience
- Calendar items
- Library book lists
- Regulations
- Policies
- Procedures
- Agendas
- Meeting minutes
- Documents that are formalized prior to being posted online as PDFs

Workflow C and Workflow D are "Communications Office Review" Workflows

Workflow C: Author ←→ Comm. Office Reviewer ←→ Approver

Workflow D: Author ←→ Editor ←→ Comm. Office Reviewer ←→ □Approver

Most content intended for the general public must include the Communications Office Reviewer step. Exceptions, which are covered in Workflows A and B, include calendar items, library book lists, agendas, meeting minutes and documents that are formalized prior to being posted online as PDFs.

Workflow Modification

After system rollout, the Communications Office will be responsible for monitoring workflows to identify approval bottlenecks. If bottlenecks are found, the CO will work with the department to address the problem by providing additional training, training additional personnel, replacing personnel or adjusting the workflow process as needed.

IV.   CONTENT MANAGEMENT CONTROLS & EVALUATION

A. Content Parameters

To ensure and maximize the quality of information on the Pima County website, all content shall be related to the mission, goals and objectives of the County Department and be subject to appropriate management controls. Before publishing information on the Pima County site, the Approver must ensure that the content is appropriate for dissemination to the general public. Information that is personal, proprietary, confidential, sensitive or copyrighted should not be placed on Pima County websites. *(For specific information about prohibited content and activities, Section VII. A & B.)* The Communications Office is available to guide departments and answer content questions.

B. Content Review

All content on pima.gov must pass through a quality control workflow. The purpose of the workflow is to ensure that online content has been edited and approved by the appropriate authorities prior to being published. However, the Communications Office reserves the right to edit content that does not meet the standards set forth in this document and the Pima County Web Writing and Style Guide *(Appendix)*.

C. Data Accuracy

Departments are responsible for ensuring the accuracy of their content. Regular content review reminders can be set up in the CMS to help Approvers ensure they regularly review timely content for accuracy. **See** customized content review reminders below for more information.

D. Posting Rights

Only individuals who have permission and training to perform the Approver role have the ability to publish content on the website. Approvers have the responsibility to ensure senior management and the Communications Office, if required, have approved the content prior to publishing it.

E. Archives & Records Management

Information created, compiled or received on the website is the property of Pima County and is subject to the requirements set forth by the Pima County Records Management Program and Department Records Retention and Disposition Schedule. The Pima County website and associated social media sites must adhere to Administrative Procedure 4-6, Department Records Retention and Disposition Schedule. The Records Management Program, administered by the Document and Micrographics Management Division of the Clerk of the Board, requires all County departments to have a State-approved Records Retention and Disposition Schedule that identifies the records unique to their organization and dictates the life cycle of a record based on its administrative, fiscal, legal and historical value. *(For more information, see Appendix IX. C & D.)*

F. Accountability

Departments are responsible for maintaining the accuracy, appropriateness and timeliness of the content on their pages and ensure that content is retained for records. Version controls are enabled to archive content in the CMS and identify the users who make the changes. If content is not accurate, appropriate or timely, the Communications Office will notify the user and his or her appointing authority. The CO may remove the offending content and/or

revoke user permissions for the individuals deemed responsible for the content.

G. Version Control and Rollback

The Communications Office may require a published piece of content to be "rolled back" to an earlier version. In cases of website malfunction, the Web Development Team has the capability to roll back the entire site to an earlier state. The ITD Enterprise Computing and Database Systems Administration groups will perform regular backups of the website database and files that will allow rollback of the website to an earlier state. Application system backups are done on a daily basis and retained for a period of 30 days. Database system backups are retained for a period of 7 days. Monthly archives of the backups will be retained for a period of 1 year.

H. Theme and Template Creation and Modification

Template designs are applied to the CMS in order to ensure consistency throughout the website. All pages on pima.gov will use the provided templates. In addition to templates, flexible layout options are used to control the appearance of website content. These layout options are determined by the WDT based on requirements and best practice standards set by World Wide Web Consortium and USA.gov.

I. Translation

Pima County strives for consistency in translations. Departments that wish to develop Spanish-language content on pima.gov must notify the Communications Office. The CO will determine whether the content is appropriate for translation and whether translation resources are available. Departments are not to translate content on their own without prior approval of the CO. If content that has been translated is changed significantly in the English version, departments must notify the CO so the Spanish version also can be updated.

J. Performance Measures

The Web Development Team is responsible for managing and administering website and social media metric tools. The WDT will monitor Pima.gov metrics to improve Search Engine Optimization (SEO) and create page meta tag information. Departments will be able to monitor and analyze their own site section metrics. The WDT will provide overall status reports to the Communications Office on a monthly basis and the CO will use provided web metrics to monitor web performance and make recommendations to improve overall web strategy.

K. Applications

The Web Development Team is responsible for coordinating the development, implementation and testing of web applications used on pima.gov. Web-based applications must include a mail-to link or telephone number that visitors can use to ask questions and report problems. Web-based applications must include standard meta tag information.

L. Social Media and Blogs

Pima.gov is the County's principal site on the Internet. However, some departments may make use of social media tools and applications subject to

approval from the Communications Office and the WDT.

Once live, all responsibilities relating to posting, monitoring, public records, protection of free speech and information privacy and security are the responsibility of the appointing authority in the department that received permission to use the social media tool. A successful social media site must be active, which requires a significant commitment of staff time. If a social media site is not kept up-to-date or monitored, the Communications Office may remove it. *(For more information about Pima County's procedure on department use of social media sites, see Appendix IX. E.)*

M. REMOTELY ADMINISTERING CONTENT CHANGES

All content changes administered remotely will be performed through Pima County's standard Citrix remote access environment. Any non-exempt employee must have Department Director approval to access this Citrix environment and must adhere to the Citrix Remote Access procedure requirements.

V. WEB MANAGEMENT CALENDAR

A. HomePage

The content on the pima.gov homepage will be managed and updated regularly by the Communications Office. Some dynamic areas – the news, featured content and events feed – will update frequently. Departments may contact the CO to propose specific content to be promoted to the homepage.

B. Standardized Content Review

As a feature of the CMS, Approvers will receive reminders to review and update their content once a year by default, unless they have set up more frequent customized review reminders for particular pieces of content.

C. Customized Content Review

As a feature of the CMS, Approvers may set reminders for alerts after specified lengths of time reminding them to review or remove the content associated with the reminder.

D. Link Testing

It is the responsibility of the departments to ensure that the links in their content are live and meet the criteria set forth in this procedure. *(For more information on external links, see Section VII. J.)* Additionally, the Web Development Team will manage and administer site link checking software to generate broken link reports quarterly. The WDT will alert Approvers when a broken link is found on a piece of their content during routine checks.

VI. GENERAL WEBSITE OPERATION PROCEDURES

A. Budget

Pima County's Information Technology Department provides primary funding

for the overall operations of pima.gov from their budget, which supports hardware/software maintenance, technology and version upgrades and the CMS maintenance contract. Pima.gov is also dependent on the ITD budget to provide Internet connectivity, networking infrastructure, network security, server administration, operating system, database management systems and off-site disaster recovery facilities.

B. Security
The County, as developer and manager of this website, has taken several steps to safeguard the integrity of its telecommunications and computing infrastructure, including but not limited to authentication, monitoring, auditing and encryption. Security measures have been integrated into the design, implementation and day-to-day practices of the entire County operating environment as part of its continuing commitment to risk management. The technical standards governing security are enforced by the WDT.

C. Public Access
The Web Development Team is responsible for ensuring that the website is compliant with World Wide Web Consortium and 508 accessibility standards. This includes accessibility recommendations for images, podcasts, audio files, videos, other multimedia, content and applications.

D. Metadata
The Web Development Team is responsible for adding and updating metadata to all webpages. The WDT will work with departments to optimize content for site search and external search engines. Pages will include:
- **Title:** Title of page to include topic, authority and contact information
- **Description:** Page description that captures topics covered by the page
- **Keywords:** The topic of the resource, typically expressed as keywords or phrases that describe the subject or content of the resource, using controlled vocabularies

E. Emergency Procedures
In cases of public emergencies, the Communications Office will work with department heads and the Office of Emergency Management and Homeland Security to identify and create web content to address the situation and keep the public informed. Regardless of usual workflow, the CO becomes the Approver in cases of emergency. Any information regarding the emergency must be approved and published by the CO directly, not by associated departments. The Web Development Team will develop and maintain dedicated emergency pages within the site to use as necessary to assist in fast-tracking web development in the case of a county or regional emergency. It is the responsibility of the Web Development Team to immediately respond to and address emergency situations involving website malfunction.

F. Centralized Management of Web Servers
Pima County Information Technology Department develops and maintains Internet services centrally to meet the needs of the County, provide optimal customer service and ensure adherence to County quality control, security and uniformity standards. Pima.gov is Pima County's single official website. All pages of the site will use the pima.gov domain name and only Pima

County content will appear on pima.gov.

Departments may not purchase servers for agency web content, convert existing servers for that purpose or provide funding to grantees or contractors to host websites on external servers on their behalf. The Chief Information Officer and the Communications Director may agree to allow departments to fund external web servers on a case-by-case basis when the website is:
- one deliverable of many to be provided under a contract for technical assistance or training, and cannot easily be separated from the other deliverables.
- a partnership site (see below)

G. Partnership Sites

Some Pima County sites are the result of partnerships with other organizations and some of those sites may reside on the main Pima County server pending consent from the Pima County Chief Information Officer, the Communications Director and the County Administrator. Departments must work with the Communications Director to determine whether their partnership sites belong on pima.gov. The options for partnership sites are:

- **Use a pima.gov URL on the Pima County server:** Generally, when Pima County funding represents 51 percent or more of the partnership budget, it is expected that the site will use the pima.gov domain, reside on a Pima County server and use the site's CMS and existing template.

- **Use a unique URL off the Pima County server:** Grant-funded projects where the grantee, rather than the County department, is responsible for the content of the site, or partnership projects in which Pima County funding represents less than 51 percent of the budget may choose to develop separate websites off Pima County servers and use unique URLs. To help the County maintain brand integrity these sites should not incorporate any part of Pima County's template into the design. Organizational units administering the grant are responsible for ongoing review and maintenance of content on external web servers. Organization units administering the grant are responsible for all aspects of these unique sites, including hosting, domain name, enhancements and maintenance, emails associated with the unique site, backups, upgrades, application integration, statistics, metadata information and accessibility compliance.

VII. SPECIFIC WEBSITE OPERATION PROCEDURES

A. Prohibited Content and Activities

The following types of content are prohibited on Pima County websites:
- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Sexually explicit material or links to sexually explicit material

- Solicitations of private commerce and nonprofit fundraising, except those previously approved by the County Administrator
- Content that reveals private, personal information without consent, including personally identifiable health information as defined by the Heath Insurance Portability and Accountability Act of 1996 or links to other websites containing such material.
- Photographs that do meet the County's Photo Release requirements
- Conduct or encouragement of illegal activity, threats, harassment, slander defamation, obscene information
- Information that may tend to compromise the safety or security of the public or public systems
- Dissemination of confidential County information or work product
- Content that violates a legal ownership interest of any other party, such as inclusion or copying of material that is itself copyrighted or very like copyrighted, except if permission has been obtained by the author
- Content in support of or opposition to political campaigns or ballot measures.

B. Political Content

Pursuant to Arizona law, no website attempting to influence the outcome of an elected office, referendum, initiative or recall is to be resident on a County sponsored website. Furthermore, no links referencing political websites for an elected office, referendum, initiative or recall shall be permitted on webpages resident on County computer equipment and political endorsements are prohibited.

C. Domain Naming Standards

All new Pima County websites must have pima.gov as the top-level domain. In keeping with External Website Domain Naming Standards *(Appendix IX. B)*, pima.gov will be the entry point to all Pima County external facing websites under the direct span of control of the County Administrator. All sections of the site will follow the format of www.pima.gov/xxxxx. The Web Development Team is responsible for administering and managing subfolder domain names.

Domain paths should be short, meaningful and use common words whenever possible, except when the acronym is more commonly known. For example, a Pima County Volunteer Program page could be www.pima.gov/volunteer while the Pima County Human Relations department page could be www.pima.gov/hr. Website Uniform Resource Locators (URL) will include friendly naming conventions and not page id or spaces.

D. URL Redirects and Aliases

Because many web pages will have a new URL on the new Pima County site, the Web Development Team will set up redirects to ensure that users who type in the previous webpage URL will be redirected to that information on the new site. Outdated pages or those containing non-friendly URLs will be replaced and temporarily redirected to new pages. Redirects will remain in place for a reasonable amount of time determined on a case-by-case basis.

Aliases, shortened URLs used to market a particular page on the website, will not be used on pima.gov *(Appendix IX. B.)*. Exceptions will be made at the discretion of the Communications Director pending County Administrator approval. Approved aliases must be coordinated with ITD and will be reviewed annually to determine whether the exception should be extended or removed.

E. Website Accessibility
Official Pima County web resources must be accessible to everyone. All Pima County websites shall be designed to ensure that individuals with disabilities have access to, and use of, information and data that is comparable to the access and use available to persons who do not have disabilities. Pima County has adopted the regulations implemented in Section 508 of the Rehabilitation Act Amendments of 1998 that pertain specifically to websites. In addition, World Wide Web Consortium standards and recommendations are implemented to ensure accessibility and optimization.

F. Privacy
Each department shall designate a position responsible for the implementation of and adherence to the Pima County Privacy Policy, which includes the following principles:
- Personally identifiable information may be obtained only through lawful means.
- The purposes for which personally identifiable data are collected shall be specified at or prior to the time of collection, and any subsequent use of the data shall be limited to and consistent with the fulfillment of those purposes previously specified.
- Personal data may not be disclosed, made available, or otherwise used for a purpose other than those specified, except with the consent of the subject of the data, or as required by law or regulation.
- Personal data collected shall be relevant to the purpose for which it is needed.
- The general means by which personal data is protected against loss, unauthorized access, use, modification or disclosure shall be posted, unless the disclosure of those general means would compromise legitimate agency objectives or law enforcement purposes.

G. Cookies
Pima County servers may place a "cookie" on the hard drive of a user's computer. The cookie itself does not contain any personally identifying information. Among the information that may be collected to manage the communications between the server and the browser are:
- name of the domain and IP address from which users access pima.gov
- type of browser used to access our site
- date and time of access
- Internet address of the website from which users linked directly to the County site
- pages users visit
- sections of the website users attempted to visit but were unable to

access due to programming or other technical problems.

H. Disclosure of Gathered Data

Pima County does not sell, trade or rent Pima County website visitor information, including electronic mail addresses, to any outside company or organization. Pima County will not disclose personally identifiable information or credit/debit card information to third parties, except for the purposes of completing a payment transaction through a secured financial network or to collection agencies. Pima County may be required by law enforcement or judicial authorities to provide personally identifiable information, or credit/debit card data, to the appropriate governmental authorities as required by law.

I. Contact Information

To ensure that pima.gov users are provided with a way to contact the organization, every department section shall provide contact information on their pages as well as an electronic method for collecting comments and inquiries.

J. External Links

The Pima County website may contain links to non-county websites as a convenience for our site visitors who may need additional information that we do not control, or otherwise cannot provide. Departments may link to non-government websites if it is clear that the primary purpose of the page or site is to provide information or services and content on the linked site will further a pima.gov program or customer service objective.

Pima County does not endorse, approve, certify or control these external websites, nor any of the information and data contained on those sites. The pima.gov disclaimer shall state that links to non-government websites do not constitute endorsement of any product, service, organization, company, information provider or content and that Pima County cannot guarantee the privacy of users' personal information while accessing those websites.

Pima County uses social media applications for communication purposes and external links from department pages to their approved associated social media pages are acceptable. To learn more about Pima County's social media, please refer to the Social Media Procedure (Appendix IX. E.).

K. Social Media, Blogs and Webcasts

Departments may make use of social media tools and applications with prior approval from the Pima County Communications Office. Related passwords for third-party social media applications must be kept up-to-date by the department's appointing authority and shared with the Communications Office.

The WDT will set up the approved social media tool for the requesting department, but once live, all responsibilities relating to posting, monitoring, public records, protection of free speech and information privacy and security are the responsibility of the department. Each department will designate a manager who will be in charge of monitoring, and at least two individuals (a primary and a back-up) to keep information posted on the website current and to monitor content

A successful social media site must be active and requires a significant commitment of staff time. If a social media site is not kept up-to-date or monitored to ensure content is appropriate, the Communications Office may remove it. *(For more information about Pima County's procedure on department use of social media sites, see Appendix IX. E.)*

L. Advertising
Pima.gov may not be used to advertise for private individuals, firms or corporations, or imply in any manner that the government endorses or favors any specific commercial product, commodity or service. Exceptions may only be granted for special arrangements/promotions made between Pima County and other formal partnerships that benefit the community. Exceptions are subject to consent from the Communications Director and the County Administrator. If an exception is made to allow advertisements on pima.gov, an endorsement disclaimer must be posted on the page containing the ad.

M. Sponsorships
Departments may link to a sponsors' commercial webpage or website only if it is clear that the primary purpose of the page or site is to provide free information or services. As a rule, links should go to a general informational page and not to specific for-profit products or services. If links to sponsors are included on a pima.gov page, an endorsement disclaimer must be posted on the same page.

N. Endorsement Disclaimer
Pima.gov shall have a disclaimer stating that links to non-government websites do not constitute endorsement of any product, service, organization, company, information provider or content.

O. Map Disclaimer
All maps on the site must include a link to the map disclaimer, contained in the site's Information Disclaimer. County maps and plans are provided only for use in a computerized records keeping system or to depict approximate locations. The County does not authorize any other use. The County provides these maps with the understanding that they are not guaranteed to be accurate, correct or complete and conclusions drawn from the maps are the responsibility of the user.

P. Photos
Departments should avoid using stock photography or clip art on pima.gov. Departments should consult with the Communications Office about their photo needs and the use of photos on pima.gov. For displaying large quantities of photos such as photo galleries, a 3rd party tool will be utilized. *(For more information see the Website Technical Operating Guide referenced in the Appendix IX. F.)*

Q. Copyright and Attribution
In general, information presented on pima.gov, unless otherwise indicated, is in the public domain. However, Pima County does make use of copyrighted data (e.g., photographs), which may require additional permission for use and may not be used for commercial purposes. To use any images on this

website, permission must be sought directly from the Communications Director. The County shall have the unlimited right to use for any purpose, free of any charge, all information submitted via this site except those submissions made under separate legal contract. The County shall be free to use, for any purpose, any ideas, concepts, or techniques contained in information provided through this site.

VIII.   RECORDS RETENTION REQUIREMENTS

State law and relevant County retention schedules apply to any website or social media formats and content. Any records Pima County creates or maintains on websites or social networking sites in pursuit of the business of Pima County are most likely public records, which the County must efficiently and effectively manage.

Unless otherwise addressed in a specific website or social media standards document, the Department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a County server in a format that preserves the integrity of the original record and is easily accessible.

IX.   APPENDICES

A. Pima County Web Writing and Style Guide, Information Technology Procedure ITP2-04-2012 (http://intranet.pima.gov/isd/procedures/html)

B. External Website Domain Naming Standards, Information Technology Procedure ITP5-02-2011 (http://intranet.pima.gov/isd/procedures/html)

C. Pima County Records Management Program, Administrative Procedure 4-5

D. Department Records Retention and Disposition Schedule, Administrative Procedure 4-6

E. Pima County Social Media Procedure, Administrative Procedure 3-31

F. Website Technical Operating Guide, Information Technology Procedure ITP2-07-2013 (http://intranet.pima.gov/isd/procedures/html)