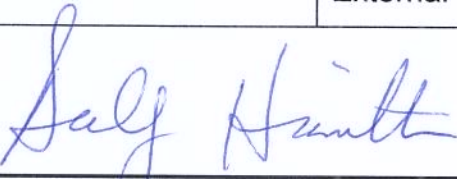


Chief Administrative Office	Date of Issue	Expiration Date	No.
<b>POLICY MEMORANDUM</b>	4/25/2013	N/A	44
TO: ALL Divisions and Departments		Subject:	
SIGNATURE:		Policy Governing External Links and External Websites	
COMMENTS: 			

## Overview

These CAO policies apply to [www.lexingtonky.gov](http://www.lexingtonky.gov), the official website of the Lexington-Fayette Urban County Government (LFUCG). The purpose of this policy is to ensure that the LFUCG's website provides citizens with access to information and resources from organizations that supplement or complement services of the LFUCG. This includes the websites of governmental agencies, educational institutions, and entities with whom the LFUCG has an agreement.

## External Links

### Policy:

- To help the public more efficiently access government and government-related services and information via [www.lexingtonky.gov](http://www.lexingtonky.gov), the LFUCG may create hyperlinks to the websites of external entities in the following categories:
  - Non-political, non-profit organizations that provide necessary services to the citizens of Lexington and with which the LFUCG has a service agreement;
  - Official local, state and federal governmental organizations that provide public services to the citizens of Lexington;
  - Public educational organizations, including the Fayette County Public Schools, the University of Kentucky and the Kentucky Community and Technical College System;
  - Neighborhood associations and their umbrella groups, such as the Fayette County Neighborhood Council, that are registered with the LFUCG's Planning Department;
  - Non-political, non-profit organizations whose primary purpose is to improve and/or raise money for government property or services, or schools;
  - Events co-organized or co-sponsored by the LFUCG;
  - Other websites created by the LFUCG;
  - For-profit entities with whom the LFUCG has entered into a service agreement and who provides a link to the service; and

- Example: The LFUCG has contracted with Stantec to provide consulting services regarding one to two-way street conversions downtown. Under this policy, a link to the public website it creates for information and citizen feedback would be appropriate, but not a link to the firm's main website for promotional purposes.
  - For-profit entities that are co-sponsoring a public event with the LFUCG. The linked page must be primarily about, or include information about, the co-sponsored event.
2. The LFUCG will not link to any website that exhibits hate, bias and/or discrimination. Furthermore, the LFUCG reserves the right to deny or remove any link that contains misleading information or unsubstantiated claims, or is determined to be in conflict with the LFUCG's mission or policies.
  3. Links to for-profit companies, apart from the exceptions listed above, are prohibited.
  4. An "external-link disclaimer" will be placed on [www.lexingtonky.gov](http://www.lexingtonky.gov), accessible through the navigation at the bottom of the home page. It shall read:

This website contains links to external websites beyond the control of the LFUCG. The city assumes no responsibility for the content or accuracy of the information on the site. The contents of any site or link not maintained by the LFUCG does not necessarily reflect the opinions, standards, policies or endorsement of the LFUCG, its officials, agents, or employees.

5. No advertising of any kind is acceptable on [www.lexingtonky.gov](http://www.lexingtonky.gov).

#### Rollout of Policy

- All individuals with administrative rights to make changes to the website shall sign a copy of this policy and return it to the Division of Human Resources.

#### **External Website Building**

##### Policy:

1. The LFUCG does not build websites for organizations other than the LFUCG.

#### **External Website Hosting**

##### Policy:

1. The LFUCG can host other websites if the entity involved is entirely funded by the LFUCG and there are no technology-related issues or costs.