
POLICY TITLE:	Website Policy
POLICY #:	
CATEGORY:	Office of the CAO – Corporate Communications
AUTHORITY:	
POLICY APPROVED BY:	
EFFECTIVE DATE:	May 11, 2026
APPLICABLE TO:	All staff

1. Purpose

The Website Policy establishes governance, roles, responsibilities, standards, and processes for the Town of Halton Hills' corporate website and associated web platforms. The policy ensures that the Town's website is accurate, accessible, secure, compliant with legislative requirements, and managed in a consistent and professional manner.

This policy supports:

- Clear accountability and oversight for the Town's website.
- Effective collaboration between Corporate Communications and Information Technology Services.
- Consistent, resident-focused digital service delivery.
- Compliance with accessibility, privacy, security, and records management requirements.
- Continuous improvement and adoption of digital best practices.

2. Policy

This policy applies to:

- All Town staff, elected officials, citizen appointees, contractors, consultants, students, and volunteers.

- All corporate web properties, including the Town's primary website, subsites, microsites, landing pages, and approved web-based engagement or service platforms.
- All individuals who contribute to, manage, approve, or maintain website content or functionality.

2.1 Policy Hierarchy and Precedence

Where applicable, this policy will be informed and subordinate to the Town's Information Security Policy as included in the Town's Personnel Policy Manual (PPM).

3. Governance

The Town's website haltonhills.ca is a corporate asset and official channel for municipal communication and service delivery. The Town also operates 2 other websites (on the same platform as the corporate website): Investhaltonhills.com and Visithaltonhills.ca.

3.1 Corporate Website

Corporate Communications has overall governance authority for the Town's websites, including:

- Content strategy, standards, and quality control.
- Editorial oversight and approval
- User experience, accessibility, and plain-language standards.
- Determining who is granted access to the website's content management system (CMS), including role-based permissions.
- Oversight of publishing workflows and content lifecycle management.
- Performance monitoring and continuous improvement.

Information Technology Services (ITS) Supports vendor SaaS management for the Town's websites from a technical, operational, and information security perspective.

- ITS does not handle daily website operation or content; this is managed by the SaaS partner.
- ITS ensures the partner meets contract and SLA requirements.
- ITS regularly monitors compliance and performance, validating that technical and operational policies are followed.

3.2 Invest & Tourism Websites

Economic Development has responsibility for the Investhaltonhills.com and Visithaltonhills.ca sites, including:

- Content strategy, standards, and quality control.
- Editorial oversight and approval
- User experience, accessibility, and plain-language standards.
- Oversight of publishing workflows and content lifecycle management.
- Performance monitoring and continuous improvement.

4. Accountability

4.1 Corporate Communications

Corporate Communications is accountable and responsible for the Town's website and will:

- Establish and enforce website standards, guidelines, and best practices.
- Approve, assign, modify, or revoke CMS access and permissions.
- Oversee website content to ensure accuracy, consistency, accessibility, and alignment with Town policies and priorities.
- Track website performance and service delivery against established Service Level Agreements (SLAs).
- Lead continuous improvement initiatives and apply industry best practices.
- Reserve the right to adjust processes, workflows, permissions, or governance structures in order to meet or improve performance measures.

4.2 Information Technology Services

Information Technology Services (ITS) oversees and verifies the Town's websites from a vendor SaaS management perspective and is accountable for the vendor's fulfilment of contractual and SLA standards. The vendor/SaaS partner is responsible for the daily operations of the website, ensuring it is performing correctly. ITS:

- Monitors vendor compliance and reviews performance against contracts and SLAs.

- Ensures technical and operational standards are consistently followed.
- Provides advice and oversight on compliance, infrastructure, hosting, and system stability, ensuring changes meet security and architectural standards.
- Keeps documentation up to date and verifies system integrations for operational integrity.

4.3 Content Contributors and Departments

Departments and assigned content contributors are responsible for:

- Providing accurate, timely, and approved content related to their services.
- Following Corporate Communications' standards and publishing workflows.
- Responding to content review or update requests in a timely manner.

5. Website Access, Permissions, and Account Management

- All access to the website CMS is role-based and granted solely by Corporate Communications.
- Access is provided only to individuals who have received appropriate training and demonstrated an operational need.
- Website access is permitted only to the staff members/positions as outlined in the RACI model developed through the Website Redevelopment (Unity) Project. Other staff/positions including students are not permitted access to the website.
- Corporate Communications maintains a current registry of CMS users and permission levels.
- Access may be modified or revoked at any time to support operational efficiency, performance standards, security, or governance requirements.

6. Request Management and Work Intake

All website-related requests—including content updates, new pages, functionality changes, integrations, or technical support—must be submitted through the Town's established ticket system.

Requirements include:

- Requests must be clearly documented using the Town's ticket system.
- Assigned staff must acknowledge receipt of tickets within the system.

- Completion of work must be documented in the ticket system, including outcomes, changes made, and any follow-up actions.
- Email, verbal, or informal requests are not considered official and may be redirected to ticket system.

This approach ensures transparency, accountability, workload tracking, and service performance measurement.

7. Service Levels and Performance Management

- Website-related services and requests are governed by established Service Level Agreements (SLAs).
- Corporate Communications tracks performance metrics related to timeliness, quality, accessibility, and service outcomes.
- Performance data is used to identify trends, risks, and opportunities for improvement.
- Corporate Communications reserves the right to adjust processes, workflows, priorities, or permissions to meet or exceed established performance standards.

8. Content Standards

The Town's website:

- Serves as the authoritative source of information about Town services, programs, initiatives, and operations.
- Must be written in plain language (where possible), organized logically, and designed with the user experience in mind.
- Must reflect the Town's values and commitment to transparency, professionalism, and public trust.

9. Accessibility

Accessibility considerations must be incorporated at every stage—from planning to publication. All website content must comply with:

- The Accessibility for Ontarians with Disabilities Act (AODA).
- The Web Content Accessibility Guidelines (WCAG).

This includes, but is not limited to:

- Proper heading structure and readable formats.

- Alternative text for images and graphics.
- Captions or transcripts for multimedia content.
- Adequate colour contrast and legibility.
- Content that is compatible with assistive technologies.

10. Security, Privacy, and Compliance

- ITS ensures that the website meets security and compliance requirements.
- Personal information must be collected, used, and disclosed in accordance with MFIPPA and guidance from the Clerk's office.
- CMS users must not publish confidential, legal, closed session, or sensitive information.
- Integrations and third-party tools must be approved, documented, and maintained by ITS in consultation with Communications.

11. Records Management

Website content that constitutes a record is subject to the Town's Records Retention By-law. Corporate Communications and departments must ensure:

- Content is retained or archived in accordance with legislative requirements.
- Website updates and removals follow approved retention and disposition practices.

12. Continuous Improvement

Corporate Communications applies a continuous improvement approach to website management. This may:

- Influence or modify workflows, tools, standards, or processes.
- Introduce new best practices, technologies, or design approaches.
- Result in changes to permissions, templates, or governance structures.

The goal is to ensure the website remains effective, accessible, secure, and responsive to community needs.

13. Review and Revision

This is a new policy that will be reviewed in five (5) years, or earlier if warranted.