



UNITED STATES MARINE CORPS
MARINE CORPS BASE
QUANTICO, VIRGINIA 22134.5001

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MARINE CORPS BASE ORDER 5230.4

From: Commanding General
To: Distribution List

Subj: POLICY AND PROCEDURES FOR ESTABLISHING AND CONTENT
MANAGEMENT OF PUBLICLY ACCESSIBLE WORLD WIDE WEB SITES

- Ref: (a) SECNAVINST 5720.47 "Department of the Navy Policy for
Content of Publicly Accessible Websites
(b) DoD Policy Memorandum "Web Site Administration," Dec 7, 98
(NOTAL)
(c) SECNAVINST 5720.44A, "Department of the Navy Public
Affairs Policy and Regulations"
(d) SECNAVINST 5430.97, "Assignment of Public Affairs
Responsibilities in the Department of the Navy"
(e) SECNAVINST 5211.5D, "Department of the Navy Privacy Act
(PA) Program"
(f) SECNAVINST 5720.42F, "Department of the Navy Freedom of
Information Act (FOIA) Program"
(g) SECNAVINST 5510.36, "Department of the Navy (DON)
Information Security Program Regulation"
(h) SECNAVINST 5239.3, "Department of the Navy Information
Security (INFOSEC) Program" (NOTAL)
(i) DoDD 5040.5 "Alteration of Official DoD Imagery", (NOTAL)
(j) DoDI 5120.4 "Electronic Newspaper Policy", May 29, 1996
(AFIS)
(k) Rehabilitation Act Amendments of 1998, Section 508

- Encl: (1) MCB, Quantico Web Site Administration Definitions
(2) MCB, Quantico Publicly Accessible Web Site Policy and
Procedures
(3) MCB, Quantico Web Site Coordination Process

1. Purpose. To implement applicable portions of the references
within MCB, Quantico, and provide additional policies and
procedures governing the content of Marine Corps publicly
accessible World Wide Web (WWW) sites.

2. Cancellation. This Order supercedes any MCB or other
subordinate unit/activity guidance regarding web site management
and content.

3. Scope. This Order is applicable to MCB, Quantico units/activities. It applies to all Marine Corps activities and all publicly accessible Marine Corps web sites designed, developed, procured, or managed by Marine Corps activities and by their contractors.

4. Background

a. The DoD has established policy in reference (a) and assigned responsibilities related to establishing, operating, and maintaining unclassified military sites on the WWW. The use of the WWW as both a productivity enhancer and a public information tool is encouraged. However, the need to provide public information must be balanced with the need to protect operational security, privacy of information, and personal safety. Global accessibility presents a danger to DON personnel, families, assets, operations and the computer network itself. Special precautions must be taken when posting information to this medium. Potential risks must be judged and weighed against potential benefits prior to posting any Marine Corps information to the WWW.

b. The appearance, accuracy, currency and relevance of the information presented by commands on their web sites reflects on the Corps' professional standards and credibility. Additionally, information residing on a web server associated with a domain is interpreted by the worldwide public, including the American taxpayer and media, as reflecting official Marine Corps policies or positions. This Order assigns responsibilities and prescribes policies implementing references (a) and (b) within Marine Corps Base, Quantico, to ensure appropriate use of the WWW.

c. The Internet remains a relatively new tool for information management and distribution. Commands/activities should remain cognizant of new directives directing changes in web site management, especially guidance that highlights distinctions between Internet (publicly accessible) information, and information more appropriately suited for dissemination via the Intranet.

5. Definitions. Terms used in this Order are defined in reference (a) and (b) and further in enclosure (1).

6. Policy. Reference (a) provides primary governing policy for all unclassified WWW sites. Detailed policy on administration of publicly accessible WWW sites, in amplification of reference (b), is provided in enclosures (2) and (3).

7. Action

a. The MCB, Quantico, Assistant Chief of Staff, G-6 (AC/S, G-6), is responsible for providing base-wide Information Management and Information Technology (IM/IT) leadership and guidance. The AC/S, G-6 is also responsible for physical connectivity of voice/data infrastructure. Additionally, AC/S, G-6 will:

(1) Establish procedures to ensure operational integrity, availability, authentication, and non-repudiation aspects of the computers and networks supporting DON Web sites.

(2) Provide IT expertise and support toward implementation of security initiatives by the Command Information Systems Security Manager (CISSM).

(3) Provide IT oversight for all MCB Quantico units displaying information via the MCB homepage.

b. The CISSM is responsible for the security of information transmitted over the infrastructure. The CISSM will:

(1) Conduct security assessments of command web sites at least annually as required by the Assistant Secretary of Defense (Command, Control, Communications and Intelligence) (C3I) to ensure compliance with Information Assurance (IA) and security policy requirements. Particular attention will be paid to the "aggregation" of information, the collection of which would pose a potential and unacceptable security risk.

(2) Notify the AC/S, G-6 and Public Affairs Officer (PAO) when a web site is not compliant with IA and/or security policy requirements. Web sites that are not brought into compliance will be removed from the WWW.

(3) Maintain overall cognizance for MCB, Quantico web site content-related questions as they pertain to the security of operations or classified information.

(4) Establish a mechanism for receiving and reviewing all requests for command waivers to provisions of this policy relating to security of operations or classified information. Waivers will be considered based on provisions of reference (b). Coordinate with AC/S, G-6 and PA prior to submitting waiver requests via the chain of command to HQMC (AC/S, C4I).

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(5) Establish a mechanism to coordinate with AC/S, G-6 and PA pertaining to notification of security weaknesses and/or risks discovered on web sites.

(6) Establish procedures to ensure confidentiality of information contained on web sites.

(7) Incorporate security related training for Information Systems Security Officers (ISSO)/Coordinators (ISSC) in the ISSO/ISSC training syllabus.

c. The MCB, Quantico, Director, PA, is responsible for overall web site content management, and the development and administration of MCB PA policies and procedures respectively per references (c) and (d). Additionally, the Director, PA will:

(1) Maintain master WWW pages to issue new guidance in response to security/technological or other factors associated with the rapid pace of change in IM/IT. All significant changes to this Web page and/or its location will be issued via Local Area Network message and on the web site's "What's New" page at <http://www.quantico.usmc.mil/webnews/index.asp>.

(2) Establish and maintain a central web site registration system for all MCB, Quantico commands as appropriate per reference (b).

(3) Administer the official MCB, Quantico web site at www.quantico.usmc.mil for the posting of appropriate command information and images.

(4) Maintain overall cognizance for MCB, Quantico web site content-related questions as they pertain to the appropriateness of publicly accessible material. This responsibility includes cognizance regarding Privacy Act, Freedom of Information Act (FOIA), and PA material but will not include issues related to the security of operations or classified information. FOIA and Privacy Act issues will be coordinated with the Base Adjutant and Staff Judge Advocate as appropriate.

(5) Ensure all information currently residing on the command/activity web site is reviewed and is appropriate for viewing by a worldwide audience, friend and foe alike. Information not suitable for a publicly accessible web site must either be removed or placed on a restricted-access site.

(6) Develop detailed desktop procedures, to include web site monitoring and review by the PAO/web master and the CISSM, to ensure compliance with references (a) through (j) and this Order.

(7) Conduct annual assessments of command web sites to ensure the appropriateness of publicly accessible material and compliance with this Order.

(8) Establish a mechanism for receiving and reviewing all requests for content waivers to provisions of this policy. Waivers will be considered based on provisions of reference (b). Submit content waiver requests via the chain of command to the Director, PA.

(9) Designate in writing a primary web site manager, known as the web master, who will at a minimum:

(a) Include information on how to contact the web master in the MCB "home page."

(b) Serve as principal point of contact on all matters pertaining to content administration of publicly accessible web sites.

(c) Oversee the MCB command web site and ensure compliance with current directives. Oversight includes monitoring the site as often as possible to ensure no unauthorized changes have occurred.

(d) Ensure all command/activity web sites are registered with all applicable Locator Services. At a minimum, this will include:

(1) Registration of the Command with the Government Information Locator Service (GILS). GILS identifies public information resources throughout the U.S. Federal Government. Registration is accomplished through the appropriate GILS web site. Under "organizational information," the "Major Component" field will be "United States Marine Corps."

(2) Registration with the FirstGov initiative at <http://www.firstgov.com>

(3) Registration with the Official Marine Corps Web Site at <http://www.usmc.mil>

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(e) Provide or coordinate training for activity/command personnel on the provisions of reference (b), this Order, and best practices for web site design and management.

(f) Assist units starting a new web site with the initial design of their site.

(g) Maintain the official MCB, Quantico web site at www.quantico.usmc.mil for the posting of appropriate command information and images.

d. Commands and activities which maintain publicly accessible web sites will implement and administer a comprehensive web site program under this Order. Each addressee who maintains a publicly accessible web site as defined in this Order and reference (c) shall:

(1) Assign a command/activity page master in writing and provide a copy to PA, AC/S, G-6, and CISSM.

(2) Comply with the policies and procedures in references (a) through (k) as well as those outlined in enclosures (2) and (3).

(3) Ensure all information currently residing on the command/activity web site is reviewed by the web master and is appropriate for viewing by a worldwide audience, friend and foe alike. Information not suitable for a publicly accessible web site must either be removed or placed on a restricted-access site.

(4) Develop, activate, and maintain command/activity web sites per the checklist in enclosure (3).


E. CAVAZOS, JR.
Chief of staff

DISTRIBUTION: INTERNET

MCB, QUANTICO WEB SITE ADMINISTRATION
DEFINITIONS

1. **Domain** - A part of the Domain Name System. The domain to the farthest right is called the top-level domain. The top-level domain in "www.usmc.mil" is ".mil" which stands for military. Other top-level domains include ".edu", ".gov", and ".com".
2. **Extranet** - A network accessible only by a designated audience, such as ".mil" domain users.
3. **Home Page** - The usual or primary starting (entry) point of a World Wide Web (WWW) site. It is similar to the title page and table of contents of a hard copy document. A home page usually contains links to subsequent (logical) pages in the site. While the home page is the most common access point to a site, it is not the only access point. Any WWW document can be accessed directly from a link or by using its URL (Uniform Resource Locator) address.
4. **.HTM, Hypertext Markup Language (.HTML)** - The extension for web documents written in .HTML which is the format (code) in which web pages are written. The extension "signals" the browser (reading software) what type of file to decode and display.
5. **HyperText Transfer Protocol (HTTP)** - The method by which WWW HTML pages are transferred (served) from the Internet to the local computer's Web browser and then displayed.
6. **Internet** - A network of networks - a worldwide public network that links many smaller networks. No one owns the Internet. It is funded and managed locally within different countries. Having access to the Internet means being able to send and receive e-mail, partake in interactive conferences, access information resources and network news, and transfer files.
7. **Intranet** - A network of firewall-protected sites accessible by MCB units/on-base computers only.
8. **Link** - A connection from one web document or file to another, not necessarily within the same web site. The link typically appears as a word, or phrase, with blue, underlined letters (hypertext). As the cursor touches the link, the cursor takes the form of a hand. Clicking the mouse button causes the web browser to connect to the document pointed to by the link.

9. **Page master** - Person or persons below the command web master level who are responsible for the presentation and updating of information on a specific section of a web site.
10. **Password Protected** - Pages on either an Inter-, Extra- or Intranet site protected by a designated access code for added security.
11. **Source Code** - The HTML coding which tags and formats the information to make it viewable by the browser. The browser does not normally view the source code.
12. **URL** -. An Internet "address." URLs can refer to Web pages, file transfer protocol (FTP) sites or files, Gopher resources, or newsgroups. The URLs for pages on the WWW normally begin with "http://".
13. **Web Browser** - Software that acts as a client, allowing a person to retrieve information from various sources, particularly web servers.
14. **Web master** - Person or persons responsible for overall content management, development, and administration of a web site.
15. **Web Page** - An HTML document which is usually served by a web server. Although a web page usually contains links to other pages, only the information currently being accessed (i.e., viewed) by a web browser is a part of the current logical page. The logical page is the building block of a WWW document and is composed of text and possibly graphics and multimedia. The term logical is used because unlike a physical piece of paper, a web page can be as long as needed (from less than one physical page to many physical pages in length). When scrolling down a Web page with a browser, the end of the current page is reached when the scroll bar reaches the bottom.
16. **Web Server** - A software/hardware combination, connected to the Internet, which serves as the "container" for web sites and is accessed by web browser software.
17. **Web Site** - A web site can be thought of as being similar to a "Welcome Aboard" brochure. It describes the organization and its services, and may be a single page or a collection of related, and linked pages. Information represented on DON pages is considered to be official.

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18. **WWW** - A part of the Internet displaying text and pictures through the use of computer software called a browser. The WWW originated at the European Laboratory for Particle Physics (CERN) in Geneva, Switzerland.

ENCLOSURE (1)

MCB, QUANTICO WEB SITE ADMINISTRATION
PUBLICLY ACCESSIBLE WEB SITE POLICY AND PROCEDURES

1. Authority. The establishment of a command web site on the publicly accessible World Wide Web (WWW) remains a command prerogative, consistent with other leadership responsibilities for public communication.

a. All command/activities should design a web site mission statement that clearly identifies the purpose and intended audience. This mission statement must support the command/activity mission and be approved by the commander/OIC.

b. All Command web sites will be hosted on military servers (.mil).

c. Publicly accessible web sites are limited to the command level, i.e. — to that organization with one or more Unit Identification Codes. No separate publicly accessible web sites will be established for any entity below the command (or command equivalent) level. As example, but not all inclusive, there shall be no departmental or divisional web sites external to the command's web site. These departmental/divisional/office pages will reside within the command's web site.

2. Administration

a. All command/activity web sites must be protected from modification on systems exposed to public networks per references (g) and (h).

b. All command/activity home pages must contain, at a minimum, the following:

(1) Full organizational name.

(2) A statement that the site is an official U.S. Navy or U.S. Marine Corps Web site.

(3) A prominently displayed hypertext link to a tailored Privacy and Security Notice. A statement encouraging visitors to review the security notice is preferred. Overt warning signs or other graphics such as the "skull and crossbones" or "cloak and dagger," or wording indicating danger or warning are specifically forbidden. The tailored Security Notice should be based on the following:

Notice: This is a U.S. Government Web Site

"This is a World Wide Web site for official information about [the name of command/activity]. It is provided as a public service by [command/activity name and servicing command if applicable]. The purpose is to provide information and news about the [name of command/activity] to the general public. All information on this site is public domain and may be distributed or copied unless otherwise specified. Use of appropriate byline/photo/image credits are requested.

Unauthorized attempts to upload information or change information on this web site are strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act.

For site security purposes and to ensure that this service remains available to all users, this government computer system employs software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.

Except for authorized law enforcement investigation and to maintain required correspondence files, no other attempts are made to identify individual users or their usage habits. Raw data logs are used to simply determine how many users are accessing the site, which pages are the most popular, and, from time to time, from which top-level domain users are coming. This data is scheduled for regular destruction per the National Archives and Records Administration guidelines."

c. Command/activity web sites shall contain links to the following sites:

(1) The Marine Corps' official web site at <http://www.usmc.mil>.

(2) The MCB, Quantico Homepage at <http://www.Quantico.usmc.mil>

(3) The parent command/activity, where applicable.

(4) The Marine Corps recruiting sites at <http://www.marines.com> and <http://www.marineofficer.com>.

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3. Content

a. Units must consider the technical capabilities and needs of their respective audiences when developing the command's web site.

(1) The Information Technology Standards Guide (ITSG) available at <http://www.doncio.navy.mil/training/ools/itsg/index.html> provides guidance for developing a user-friendly web site.

(2) Reference (k) requires that web sites will be accessible to users who are disabled. Web sites are required to comply with July 21, 2000 Assistant Secretary Defense memorandum on accessibility of DoD Web Sites to People With Disabilities at <http://www.c3i.osd.mil/org/cio/doc/ada.html>. A checklist is included with the memorandum.

b. Units must ensure that all information on their site is current, accurate and factual, and reflect only information for which the publishing command has release authority.

c. All information and photos posted on publicly accessible command/activity web sites must be carefully reviewed to ensure they meet the standards and requirements as published herein.

(1) Photo content may not be altered in any way. Standard photographic practices of cropping, sizing, dodging, or burning are not considered alteration. Reference (i) applies.

(2) In addition to requirements of reference (b), all command/activity web sites shall:

(a) Be presented in a manner reflecting the professionalism of the Marine Corps.

(b) Comply with the Privacy and Freedom of Information Acts, references (e) and (f).

(c) Contain only "approved for release" general information suitable for viewing by anyone, any place in the world, friend and foe alike.

(d) Contain only those images which support the overall mission of the web site. Images with captioning will only have caption information suitable for viewing by worldwide audience, both internal and external. Captions will comply with DoD/DON policy

ENCLOSURE (2)

that names and duty addresses of personnel assigned to units that are sensitive, routinely deployable, or stationed in foreign territories will not be released.

d. Web site managers should pay particular attention to the "aggregation" of unclassified or Sensitive But Unclassified (SBU) information that is posted on their web sites/pages. Classification management assistance can be obtained from the Command Information Systems Security Manager.

e. Specific web site restrictions include:

(1) Publicly accessible web sites must not include classified material, "For Official Use Only" information, proprietary information, or information that could enable the recipient to infer this type of information. This includes lessons learned or maps with specific locations of sensitive units, ship battle orders, threat condition profiles, etc.). Units/activities will submit material to the Public Affairs Officer for clearance only after it has been reviewed by the command security manager and necessary amendments made to the fullest capability of the unit.

(2) Web sites will not identify family members of DON personnel in any way, nor will family member information be included in any biographies or photos posted to the web, as indicated in reference (j).

(3) Publicly accessible web sites must not include information for specialized, internal audiences. Family Grams, internal news service products, and other information may be posted if it is general and suitable for an external audience and a mission exists to provide access to non ".mil" domain users.

(4) Web sites must not contain any written information or display any logo indicating the web site is best viewed with any specific web browser(s); or, that the web site has been selected as a recommended or featured site by any organization, or, point to any particular search engines or recommend any commercial software. Web sites developed and/or maintained by contractors may not include the contractor's name nor may they link to the contractor's web site. Web sites may not link to external sites that exist solely to sell commercial products.

(5) Web sites must not contain any material that is copyrighted or under trademark without the specific, written

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permission of the copyright or trademark holder. Further, the material must relate directly to the command's primary mission.

(6) Work prepared by DON personnel as part of their official duties and posted to the command web site may not be copyrighted, nor may the web site itself be copyrighted.

(7) Web sites must comply with DoD, Freedom of Information Act, and Privacy Act requirements regarding the release of names and duty station addresses (both postal and e-mail). Specifically, the names and duty station addresses of individuals who are routinely deployable, overseas, or in a sensitive unit may not be disclosed, except as delineated below. Paragraph 8f(1) of reference (f) refers.

(a) Web sites for units that are sensitive, routinely deployable, or stationed in foreign territories shall not display personnel lists, "roster boards," organizational charts, or command staff directories which show individuals' names, phone numbers, or e-mail addresses which contain the individual's name. The exceptions to this policy are general/flag officers and public affairs officials.

(b) General telephone numbers for commonly requested resources, services, and contacts, without names, are acceptable.

(8) Web sites will not link to non-government sites except as permitted by reference (b). The following external links are specifically authorized:

(a) As part of the command's family support function, the Base web site may link to local Chambers of Commerce and local government agencies. Tenant and subordinate commands should link to the Base web site to provide access to these external links.

(b) Acquisition commands may link to web sites of partners in industry if that web site pertains solely to a command program. Links may not be made to the partner's corporate web site.

(9) No materials or services may be advertised for sale or sold via a command web site. This includes command memorabilia, ball caps, etc..

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(10) Information from other military web sites will not be duplicated but may be referenced or otherwise linked.

4. Exceptions

a. Educational mission. In instances where the mission of the command includes an educational mission, and where unclassified dissertations or professional papers may be published to the web for the purpose of peer review, the following disclaimer for exchange of professional information and ideas among scientists, physicians, or educators, must be displayed:

"Material contained herein is made available for the purpose of peer review and discussion and does not necessarily reflect the views of the Marine Corps, DoN or the DoD."

b. Recruiting mission. Marine Corps recruiting web sites reside on ".COM" domains as exceptions to the regulations on using commercial servers. No such exception applies to MCB, Quantico units/activities.

5. Interactivity. Commands/activities may maintain interactive web sites to the extent that they allow visitors the ability to query the command via e-mail.

a. Public queries for information will be linked/directed to the web master or PAO. Queries should be handled consistent with other written requests for information. Responses shall discuss only those issues within the command's cognizance and shall not violate the release of information provisions of references (e) through (h). Units will be advised by the web master of any queries received as a result of their web site.

b. Commands may link to <http://www.usmc.mil> for questions concerning the Marine Corps as a whole.

c. Command/activity web sites shall not collect personal data (name, address, phone number, etc.) about a visitor without the visitor's expressed permission, nor shall any surveys be conducted on command/activity web sites. Any web site collecting personal information must comply with the provisions of reference (e). Network identification and Internet protocol addresses are not considered personal data. If "Cookies," are used, the information they draw must be fully documented in the privacy and security notice and the cookie must be set to expire no more than 1 week from the date of initial placement.

ENCLOSURE (2)

MCB, QUANTICO WEB SITE COORDINATION PROCESS

The following general procedures will be followed in order to develop, activate, and maintain web sites within the MCB, Quantico, command structure.

STEP ONE: Assign a command/activity web master in writing.

STEP TWO: If your command/activity currently has a web site, or wants to create one, contact the G-6 Help desk (784-4357) to set up a meeting with G-6 (as technical advisors) and Public Affairs (PA) (as MCB content managers) and Command Information Systems Security Manager (CISSM) (for security related issues) representatives. They will visit the command/activity to assess the command's or activity's web site status, provide policy and procedural guidance, and help establish the approved template for all MCB commands/activities.

STEP THREE: Once the command/activity has loaded its unique information to the authorized template consistent with this Order and appropriate directives, PA will review the site for compliance. The site will not be "activated" until this step is accomplished. A report of this review will be provided to the appropriate unit commander/activity supervisor, highlighting either approval or corrective action that must be taken prior to activation of the web site.

STEP FOUR: Command/activity web sites will be routinely monitored by the command web master and security manager, respectively, to ensure compliance with the regulations and established procedures.

STEP FIVE: For technical assistance, advice, or questions on information security after the command/activity web site has been activated, contact the G-6 help desk at 784-4357. For content and format assistance, contact PA at 784-2741. For security-related issues contact the CISSM at 784-6268.