



UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS COMMAND
3000 MARINE CORPS PENTAGON
WASHINGTON, DC 20350-3000

IN REPLY REFER TO:

2630

G-6

JUN 21 2013

MARINE CORPS INSTALLATIONS COMMAND POLICY LETTER 4-13

From: Commander, Marine Corps Installations Command (MCICOM)
To: Distribution List

Subj: MARINE CORPS INSTALLATIONS COMMAND POLICY FOR CONTENT OF PUBLICLY
ACCESSIBLE WORLD WIDE WEBSITES

Ref: (a) DoD Memorandum dtd 27 Aug 2012, Establishment of the Defense Media
Activity
(b) Memorandum of Agreement for Marine Corps Websites hosted by
Defense Media Activity, Public web using the American Forces
Public Information Management System dtd 4 Oct 2012,
(c) SECNAVINST 5720.44B dtd 01 Nov 2005, "Department of the Navy
Public Affairs Policy and Regulations"
(d) DoD Directive 5230.09 dtd 22 Aug 2008, "Clearance of DoD
Information for Public Release"

1. Situation. This policy applies to all Marine Corps Installations Command (MCICOM) activities and all publicly accessible MCICOM websites designed, developed, procured, or managed by MCICOM activities and/or by their contractors.

2. Mission. In accordance with the references, provide additional policies and procedures governing the content of United States Marine Corps publicly accessible World Wide Websites.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. The World Wide Web is an extremely powerful public information tool, and its use, within these guidelines, is encouraged. This policy assigns responsibilities to prescribe policies implementing reference (a) within MCICOM, to ensure appropriate use of websites to provide public information to a global audience.

(2) Concept of Operations. A public web site is specifically designed to be open and accessible to a global audience. While this global accessibility makes the World Wide Web a powerful public information tool and enhances productivity in the conduct of daily business, it also presents a potential risk to MCICOM personnel, assets, and operations if inappropriate information is published on MCICOM websites. Threats to the security of Marine Corps operations and the safety of MCICOM personnel and their families come in the form of attacks on computer systems, terrorist attacks on units or personnel, and identity theft. The need to provide public information to the Marine Corps' various audiences must be balanced with the need to protect operational security, privacy of information, information security, and personal safety.

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(a) The appearance, accuracy, currency, and relevance of the information presented by Marine Corps commands on their websites reflect on MCICOM's professional standards and credibility. Additionally, information residing on a Web Server associated with a "marines.mil" domain is interpreted by the worldwide public, including the American taxpayer and media, as reflecting official Marine Corps policies or positions. Therefore, all information presented must be accurate, current, and in line with MCICOM policies.

(b) The management, including oversight, of all content on publicly accessible websites is a function of the MCICOM Public Affairs Officer (PAO).

(c) Reference (a) provides primary detailed policy on the administration of publicly accessible World Wide Websites that is the governance for all unclassified MCICOM websites. Reference (b) is a Memorandum of Agreement between Defense Media Activity Public Web (DMA-PW) and MCICOM that outlines and establishes the ground rules for the mutual working relationship between the above-mentioned entities, specifically upon deployment and utilization of the American Forces Public Information Management System (AFPIMS).

4. Administration and Logistics

a. The MCICOM G-6 Information Officer (IO) is responsible for providing Command-wide information technology (IT) policy and guidance.

b. The MCICOM PAO is responsible for the development and administration of MCICOM public affairs policies and procedures per reference(c).

c. MCICOM/DMA (Defense Media Activity) will:

(1) Administer and update the policy as set forth in this instruction and References (a) and (b).

(2) Administer and maintain the official .mil websites for the posting of appropriate Marine Corps-level information and images. The below following websites are to be administered and maintained are as follows:

(a) MCICOM public web site: <http://www.mcicom.marines.mil>

(b) I&L public web site: <http://www.iandl.marines.mil>

(3) Maintain overall cognizance regarding Privacy Act (PA) and Freedom of Information Act (FOIA). For Marine PA/FOIA issues, MCICOM will coordinate, as appropriate, with the Counsel to the Commandant, the Staff Judge Advocate (SJA) to Commandant Marine Corps, and/or the Marine Corps FOIA office.

d. In accordance to reference (a) and (b) DMA will provide the following:

(1) Coordinate technical and infrastructure support, including Web server administration, network management, system availability, security and accessibility, as they relate to Defense Media Activity-Public Web (DMA-PW) and AFPIMS.

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- (2) Support the infrastructure, research and development of AFPIMS.
 - (3) Provide a hosting environment that is secure and has adequate power, cooling and a backup generator.
 - (4) Provide incremental and differential daily and weekly tape backups that includes a full Disaster Recovery and Continuity of Operations (DR/COOP) site on the west coast that maintains full backups and real-time replicated copies of all files and databases.
 - (5) Backup files for Marine Corps Installations sites hosted at DMA by Akamai's Net Storage.
 - (6) Provide help desk support between the hours of 0730 to 1800 Eastern Time (ET), and emergency on-call support after normal duty hours, for all Marine Corps Installations AFPIMS users.
 - (7) Provide forward-caching and data storage solutions for AFPIMS and collaborate with solution providers.
 - (8) Provide content migration guides and training for all Marine Corps Installations AFPIMS users, oversee all DMA-PW site migration to AFPIMS, and provide guidance as needed.
 - (9) Monitor and report site usage for all Marine Corps Installations AFPIMS sites.
 - (10) Implement and provide site usage tracking capabilities for all site-level users.
 - (11) Respond to AFPIMS training requests from Marine Corps Installations.
 - (12) Pay all current costs associated with AFPIMS development, enhancements, support and service.
- e. Marine Corps Installations Command responsibilities include:
- (1) Designate an Assistant Site Manager to support and assist the Primary Site Manager for all Marine Corps installations.
 - (2) Submit to the Service Account Manager(s) and DMA, prior to the implementation of AFPIMS, the full names, telephone numbers and organizational email addresses for Site Managers and Assistant Site Managers.
 - (3) Notify the Service Account Manager(s) and DMA via the Help Desk within five working days when contact information for a Site Manager, Assistant Site Manager or content manager changes or the person is replaced.
 - (4) Authorize Site Managers to administer and manage AFPIMS Site Manager and Content Manager Permissions, as necessary, to include creating new user accounts and setting permissions for subordinate site-level AFPIMS users. These requests must be made through the Help Desk.

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(5) Maintain respective web site content, which must be approved for public release in accordance with Department of Defense (DoD) Directive 5230.9 and follow established file format and configuration standards.

(6) Ensure Content Managers author, edit or review, and release all web content and media for respective site by utilizing available content management processes and workflow cycles.

(7) Ensure Content Managers and Content Providers satisfy all DMA-PW provided certifications and training requirements in order to receive and maintain a valid, working AFPIMS user account for their respective Marine Corps Installations websites.

(8) Provide training for activity/command personnel on the provisions of reference (a) and this instruction.

(9) Review subordinate commands' websites made annually by the MCICOM Public Affairs Officer.

(10) Report content violations immediately to MCICOM Public Affairs Office.

5. Command and Signal

a. Command. This policy is applicable for all military and civilian personnel assigned to Marine Corps Installations Command.

b. Signal. This policy is effective the date signed and will remain in effect until superseded or cancelled.



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