



UNITED STATES MARINE CORPS

MARINE CORPS BASE
QUANTICO, VIRGINIA 22134-5000
TRAINING AND EDUCATION COMMAND

IN REPLY REFER TO:
2000
TECOM G-6
20120104

From: TECOM AC/S G-6

To: TECOM G6
TRNGCMD G6
EDCOM G6
MAGTF TC G6
MCRD PI G6
MCRD SD G6

Subj: TECOM POLICY FOR CONTENT ON PUBLICLY ACCESSIBLE WEBSITES

Ref:

- (a) DoD 5200.01, Vol 1, February 24, 2012
- (b) SECNAVINST 5720.47B
- (c) USMC WWW Style Guide

Encl:

- (1) TECOM Webmaster Designation Letter
- (2) TECOM Publicly Accessible Web Site Checklist

1. Purpose. To implement reference (a) within Training and Education Command (TECOM) and provide additional policies and procedures governing the content on TECOM publicly accessible websites.

2. Scope. This instruction applies to all TECOM activities and publicly accessible TECOM websites designed, developed, procured, or managed by TECOM activities and/or by their contract support services and personnel.

3. Background.

a. As publicly accessible websites have continued to propagate within the Command, the need to define a Command policy governing the environment has become evident. This evidence comes from Command elements requesting guidance on what can and cannot be published, and from security audits that have been conducted internally (TECOM G6) and externally (MCNOSC) that have exposed sites posting "For Official Use Only" (FOUO) content in the publicly accessible domain.



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b. The management, including oversight, of content on publicly accessible websites has been seen as a public affairs function. However, public affairs operations primarily deal with the release of information in media outlets external to the Department of Defense. This policy intends to define the authority and process for management, oversight, and release of information on Command publicly accessible websites.

c. The public web is open to a global audience. It should not be used to conduct Command daily business and/or functions as this presents a risk to TECOM personnel, assets, and operations when inappropriate information is published on Command websites. Threats to the security of Navy and Marine Corps Operations and the safety of TECOM personnel and their families come in many forms that can be initiated from the consumption of publicly accessible web content. The need to provide public information to the Command's various audiences must be balanced with the need to protect operational security, privacy of information, information security, and personal safety.

d. All information presented on Command websites must be accurate, current, and in line with DoD, DoN, USMC, and Command policies and will reflect positively on the Command's professional standards and credibility.

4. Policy. Reference (a) provides primary governing policy for all unclassified DoD WWW sites. Detailed policy on administration of publicly accessible WWW sites, in amplification of reference (a), is provided in enclosure (1).

5. Action.

a. The TECOM Command Information Officer (CIO) is responsible for providing Command-wide information security and information technology (IM/IT) architecture, policy, and guidance

b. The TECOM Information Assurance Manager (IAM) is responsible for ensuring Command-wide information systems (IS) are operated, used, maintained, and disposed of in accordance with established security policies and practices.



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c. The TECOM G6 offices of the TECOM CIO and TECOM IAM will:

1. Administer and update the policy as set forth in this instruction.
2. Administer and maintain the official TECOM website at www.tecom.marines.mil and corresponding public facing Major Subordinate Command and activity websites for the posting of appropriate Command information and images.
3. Designate, in writing, authorized individuals with release authority for publicly accessible information and images. This includes a primary Command site manager known as the Webmaster. Contact information for the Webmaster can be found at www.tecom.usmc.mil. Official designation letters must be signed by TECOM IAM. Release of imagery related content will be coordinated with Public Affairs, Combat Camera Management, and/or TECOM G6. At a minimum, the Webmaster will:
 - (d) Have access to and be familiar with current applicable instructions, notices, ALNAVs, NAVADMINs, ALMARs, and MARADMINs regulating content of TECOM publicly accessible websites and shall be conversant in the provisions of these directives.
 - (e) Serve as principal point of contact on all matters pertaining to administration of Command publicly accessible websites.
 - (f) Oversee the Command's global web presence and ensure compliance with current directives. Oversight includes monitoring sites as often as possible to ensure no unauthorized changes have occurred.
 - (g) Provide training for Command/activity personnel on the provisions of reference (a) and this instruction.



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4. Maintain overall cognizance for TECOM website content as it pertains to the appropriateness of publicly accessible materials.
 5. Establish procedures for the approval of information and images posted on Command/activity publicly accessible websites. This process includes tiered levels of content validation to include TECOM G6 web support personnel (Tier 1), TECOM G6 Information Assurance personnel (Tier 2), and TECOM IAM (Tier 3). Coordination with Public Affairs will be determined by the TECOM IAM on a situational basis when guidance is not found in set DoD Information Assurance policies, procedures, and/or directives.
- d. The Major Subordinate Commands/Elements of TECOM will:
1. Designate, through submission of Enclosure (2) of this policy, authorized individuals with release authority for publicly accessible information and images for their Command/Element. This includes a primary site manager known as the Webmaster. Contact information for TECOM Webmasters will be managed at <https://???>. Official designation letters will be attached to individual contact list items signed by TECOM IAM.
- e. The Major Subordinate Command/Element Webmasters will:
1. Submit Webmaster Designation Letter to TECOM IAM for approval and signature.
 2. Attend monthly TECOM Public Web Configuration Control Board Teleconference.
 3. Ensure Command/Element site compliance as outlined in Enclosure (2) of this policy.
 4. Have access to and be familiar with current applicable instructions, notices, ALNAVs, NAVADMINs, ALMARs, and MARADMINs regulating content of TECOM publicly accessible websites and shall be conversant in the provisions of these directives.
 5. Serve as principal point of contact on all matters pertaining to administration of organization's publicly accessible websites.



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6. Oversee their organization's global web presence and ensure compliance with current directives. Oversight includes monitoring sites as often as possible to ensure no unauthorized changes have occurred and that no Personally Identifiable Information (PII) is present in the public web domain for their organization.
7. Provide training for activity personnel on the provisions of reference (a) and this instruction.
8. Maintain cognizance of public social media capabilities being utilized by organization and related personnel and report any violations to instructions outlined by this policy to the TECOM IAM.

Signed

TECOM

Distribution:

TECOM G6
TRNGCMD G6
EDCOM G6
MAGTF TC G6
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Enclosure 1. TECOM Webmaster Designation Letter

To: (UNIT OIC - Last Rank First MI)
(UNIT Webmaster - Last Rank First MI)
From: Information Assurance Manager (IAM), TECOM

Subj: DESIGNATION LETTER OF UNIT/SECTION WEBMASTER

Ref: (a) SECNAVINST 5720.47B
(b) DoD 5200.01, Vol 1, February 24, 2012
(C) USMC WWW Style Guide

1. In compliance with the reference (a) Section (7) Paragraph (d) Item (3), (Last Rank First MI) is hereby designated in writing as the Webmaster also known as the primary website manager for Training and Education Command Unit / Section.

2. (Last Rank First MI) is directed to be familiar with the duties of a TECOM Webmaster as outlined in TECOM WEB POLICY x00.00, utilizing the references and other applicable directives as required in the performance of duties.

TECOM IAM

Signature



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Enclosure 2. TECOM Publicly Accessible Web Site Checklist

TECOM MSC / MSE:

WEBMASTER:

WEBSITE URL:

<input type="checkbox"/>	Website clearly articulates purpose, approved by commander, and the supporting command's activity's core competency / mission.
<input type="checkbox"/>	Website content contains only unclassified material that is approved for public release.
<input type="checkbox"/>	Website complies with all instructions outlined within this letter.
<input type="checkbox"/>	Website complies with all instructions defined in policy references.
<input type="checkbox"/>	Website homepage contains Full organizational name and official postal mailing address.
<input type="checkbox"/>	Website contains statement that site is Official USMC Website.
<input type="checkbox"/>	Website homepage contains prominent hypertext link to Privacy Policy and states "Please read our Privacy Policy". Format and content of Privacy Policy notice will be based on reference (a), Part V, paragraph 4.
<input type="checkbox"/>	Website has been created in accordance with reference (j) included in reference (a) of this policy, all DON Web publicly accessible Web sites will provide accessibility to all U.S. citizens, including persons with disabilities.
<input type="checkbox"/>	Website image captioning only contains information suitable for viewing by worldwide audience and contains no personal information other than name, rank/rate, and duty station.
<input type="checkbox"/>	Website does not identify family members of DON personnel in any way.
<input type="checkbox"/>	Website does not display personnel lists, roster boards, organizational charts, or command staff directories which show individuals' names, individuals' phone numbers or email addresses which contain the individual's name.
<input type="checkbox"/>	Website accepted biographies of flag officers, commanders, commanding officers, officers in command, executive officers or deputies, the civilian equivalents of those officers just listed, and command master chief petty officers or Marine Corps master gunnery sergeants or sergeants major published on publicly accessible Web sites will not include date of birth, current residential location, nor any information about family members.
<input type="checkbox"/>	Website does not contain links to sites of private sector news media, magazines, publishers, or radio or television stations.
<input type="checkbox"/>	Websites does not provide links to content beyond the established access point to restricted sites, so as to not reveal the internal structure.
<input type="checkbox"/>	Website does not support any capabilities for automatic posting of information submitted by personnel other than those authorized by the command with an official designation letter of Enclosure (1) from this policy.
<input type="checkbox"/>	Validate that no "Unofficial" websites exist for the organization. This includes social media, blogs, and any other publicly accessible web presence representing the organization. Any website created by any entity of the DON constitutes an official website and is subject to reference (b) of this policy.