



UNITED STATES MARINE CORPS  
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PAO  
15 Mar 2013

FORCE POLICY LETTER 2-13

From: Commander  
To: Distribution List

Subj: POLICY FOR MARINE FORCES RESERVE (MARFORRES) AND  
MAJOR SUBORDINATE COMMAND (MSC) WEB SITE REQUIREMENTS

Ref: (a) SECNAVINST 5720.47B  
(b) SECNAVINST 5720.44C  
(c) MCO 3070.2  
(d) MARADMIN 071/04

1. Purpose. Per the references, this Policy Letter provides guidance for Commanders to develop and maintain a unit website through their designated command Public Affairs Officer, unit Information Officer, or designated representative.

2. Background. Marine Forces Reserve (MARFORRES) has one main command website: [marforres.marines.mil](http://marforres.marines.mil). Currently, there are more than 75 unit websites that reside within the MARFORRES family of web pages. These sites represent only those online properties that are publicly accessible and exclude the Web content that is hosted, managed and distributed separately on protected Web services, such as the MARFORRES Intranet via SharePoint.

3. The Marine Corps recently migrated all authorized, publicly accessible websites to a new Content Management System (CMS). Per the references, MARFORRES has successfully established a baseline set of command and MSC websites on that new system. In order to effectively and efficiently administer the CMS, along with the digital assets and requirements it provides, the following actions and guidelines are directed for Inspector-Instructors, commanders and content owners throughout MARFORRES.

4. Action

- a. MSC Commanders, Command (staff directorates) site owners

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(1) Appoint a unit/directorate webmaster. An email from the Chief of Staff or directorate head shall be provided as formal notice to the MARFORRES Public Affairs Office (PAO) to authenticate this appointment.

(2) Ensure Unit webmasters submit a System Authorization Access Request (SAAR) to MARFORRES G-6 in order to gain access to the MARFORRES Public Affairs SharePoint portal. Once a SAAR is established, assigned webmasters must register for access to the MARFORRES CMS by sending a request to the MARFORRES Website trouble ticket database via <http://go.usa.gov/4c7j>.

(3) Implement and administer processes to ensure all information currently residing on the command/unit website is reviewed by the command/unit Public Affairs Officer, unit Information Officer, or designated command representative.

(4) Adhere to all public affairs guidelines for release of information to the public as well as policy regarding operational security, information assurance and personally identifiable information, per the references.

b. MARFORRES Public Affairs

(1) Provide each MSC a standard leaders/contact page. Websites will be provided for battalion/squadron level units or higher. Units below the battalion/squadron level will be granted content provider access to their next, higher-level command, based on command request.

(2) Manage access control and permissions for subordinate command/unit webmasters.

(3) Establish site settings and permissions for subordinate sites.

(4) Manage MARFORRES-wide type content as well as the main MARFORRES Website.

(5) Provide information assurance for the MARFORRES CMS.

(6) Research and develop new web initiatives.

(7) Manage trouble tickets submitted by MARFORRES and its subordinate units.

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(8) Provide metrics and analysis (reporting) for MARFORRES Web properties.

5. Administration

a. Websites within MARFORRES are authorized for units of battalion/squadron level and above as well as MARFORRES command-level pages. Additional Web properties can be requested, via the MARFORRES PAO, for consideration. A justification for establishing a site, beyond the scope of this policy, shall accompany the request.

b. Command home pages must contain, at a minimum, the following detail:

(1) Full organizational name and official postal mailing address.

(2) Hyperlink to the parent command's and MARFORRES home page.

(3) Accurate, 24-hour MARFORRES Sexual Assault Crisis Response Hotline and 24-hour contact numbers for parent command and uniformed victim advocates.

(4) Accurate and factual information, which the command has release authority for.

c. Information posted to unit websites shall NOT include:

(1) Classified material (confidential, secret, or top secret), unclassified-"For Official Use Only" material or proprietary information.

(2) Information about threat condition profiles, force protection levels, plans of the day, plans of the month or Drill Schedules (this type/category of information is permitted on non-publicly accessible Web pages, such as the MARFORRES Intranet.)

(3) Personally Identifying Information of family members of Department of the Navy personnel. In addition, family information is not to be included in online biographies.

(4) Personnel lists, organizational charts or command staff directories which show individuals' names, individuals' phone numbers or e-mail addresses which contain the individual's name, unless the named individual has been designated by the

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commander as a command spokesperson or deemed to have regular contact with the public (i.e. Commanding Officers/Executive Officers, Chiefs of Staff, Senior Enlisted Advisors, Counsel, Force Chaplain, Force Surgeon, etc.)

(5) Date of birth, current residential location, hometown residential location, or any information about family members in command-posted biographies.

(6) Any material that is copyrighted or under trademark without the written permission of the copyright or trademark holder.

(7) Information or material that is political in nature or appears to endorse political parties, candidates, campaigns, referendums, ballot initiatives, or other political causes.

d. MARFORRES subordinate units are not required to have or maintain a unit Web site.

e. If a unit's webmaster departs their Command and no new webmaster is appointed, MARFORRES PAO will return the site to a one-page leaders/contact page for easier maintenance.

f. For issues related to MARFORRES unit Websites, access, and/or appointment letters contact MARFORRES PAO Web Services at (504) 697-8195/8194; DSN 647; [MFRPAO@usmc.mil](mailto:MFRPAO@usmc.mil).

  
S. A. HUMMER

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