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PAO
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FORCE POLICY LETTER 3-14

From: Commander
To: Distribution List

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

Ref: (a) SECNAVINST 5720.44C
(b) MCO 3070.2
(c) MARADMIN 071/04
(d) MARADMIN 651/12

1. Purpose. Per the references, this Policy Letter provides guidance for Commanders to develop and maintain a unit Web site through their designated command public affairs officer, unit information officer, or designated representative.

2. Cancellation. Force Policy Letter 02-13

3. Background. Marine Forces Reserve (MARFORRES) has one main command Web site: marforres.marines.mil. Currently, there are more than 300 unit Web sites 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.

4. The Marine Corps migrated all authorized, publicly accessible Web sites to a new Content Management System (CMS). Per the references, MARFORRES has successfully established a baseline set of command and Major Subordinate Command (MSC) Web sites on that 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 MARFORRES Directorates, MSC Commanding Generals (CG), Inspector-Instructors (I-I), Site Commanders, and content owners throughout MARFORRES.

5. Action

a. MARFORRES Directorates, MSC CGs, I&Is, and Site Commanders

(1) Appoint a unit/directorate Webmaster. An email from the Chief of Staff, directorate head, CO, or I-I (or their public affairs representative) shall be provided as formal notice to the MARFORRES Public Affairs Office (PAO) to authenticate this appointment.

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(2) Ensure unit Webmasters submit a System Authorization Access Request (SAAR) to MARFORRES G-6 in order to gain access to the MARFORRES PAO SharePoint portal. Once a SAAR is established, assigned Webmasters must register for access to the MARFORRES CMS by sending a request to the MARFORRES Web site trouble ticket database, which is resident on the PAO SharePoint page.

(3) Implement and administer processes to ensure all current and future information on the command/unit Web site is reviewed by the command/unit public affairs officer, unit information officer, or designated command representative. Every unit within MARFORRES will reside on the current CMS. All units will ensure that the most current and accurate information is published to its unit page under the marforres.marines.mil domain.

(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.

(5) Ensure your site is registered so that it will be represented in the Marines.mil unit directory. The address to register your unit is: <http://www.marines.mil/Units/SiteRegistration.aspx>

b. MARFORRES PAO

(1) Provide each MSC, and its units, with a standard leaders/contact page. Web sites will be provided for all units above the detachment level. Detachment units' information will be hosted on the parent unit's page, with that information being input by the parent unit.

(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 Web site.

(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.

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

5. Administration

a. Web sites within MARFORRES are authorized for units above detachment level as well as MARFORRES command-level pages. Additional Web presences 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 both the unit's parent commands 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 Web sites 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/letters (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 personal e-mail addresses which contain the individual's name, unless the named individual has been designated by the 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.

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(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 Web sites, access, and/or appointment letters contact MARFORRES PAO Web Services at (504) 697-8195/8194; DSN 647; MFRPAO@usmc.mil.



S. A. WENRICH
Chief of Staff

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