

VOLUME 5**PUBLIC WEB PROGRAM****SUMMARY OF VOLUME 5 CHANGES**

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REFERENCES

- (a) Directive-type Memorandum (DTM) 21-001 Change 2, “DoD Public Web Program,” June 2, 2023
- (b) DoD Instruction 5400.17 Change 1, “Official Use of Social Media for Public Affairs Purposes,” January 24, 2023
- (c) SECNAVINST 5720.44C Change 2, “Department of the Navy Public Affairs Policy and Regulations,” April 10, 2019
- (d) MCO 3070.2A, “The Marine Corps Operations Security (OPSEC) Program,” July 2, 2013
- (e) DODI 5040.02 CH-2, “Visual Information (VI),” April 20, 2018
- (f) DOD Visual Information Style Guide (VISG), January 28, 2020
- (g) MCO 3104.1B, “Marine Corps Combat Camera Program,” October 25, 2011
- (h) MCO 5210.11F, “Marine Corps Records Management Program,” April 7, 2015
- (i) OMB Memorandum M-23-10, “The Registration and Use of .gov Domains in the Federal Government,” February 8, 2023
- (j) 5 U.S.C. 552a, Privacy Act of 1974, as amended
- (k) MCO 5211.5, United States Marine Corps (USMC) Privacy Program, August 28, 2024

“REFERENCES”

As changes are made within this MCO Volume, the References list will also update.
Annotation of each update/change/addition to the References list is required.

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****Information below for instructional purposes only****

<div> <div>VOLUME 5: CHAPTER 1</div> <div>“GENERAL OVERVIEW”</div> <div>SUMMARY OF SUBSTANTIVE CHANGES</div> <div> Hyperlinks are denoted by <i><u>bold, italic, blue and underlined font</u></i>. </div> <div> The original publication date of this Marine Corps Order (MCO) Volume (right header) will not change unless/until a full revision of the MCO has been conducted. </div> <div> All Volume changes denoted in <i>blue font</i> will reset to black font upon a full revision of this Volume. </div> </div>			
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CHAPTER 1

GENERAL OVERVIEW

0101 SCOPE

This volume establishes policy, procedures, and standards for effective management and operation of official public web presences and external official presences (EOP) and provides guidance to commanders concerning their responsibilities for supporting the Marine Corps' public web program management requirements in accordance with references (a) through (k). This guidance is necessary to ensure the proper handling of all official public web presences.

0102 GENERAL

All commanders are responsible for the content, management, and operation of their assigned command official public web presences, including public websites, social media, and other internet-based capabilities.

010201. Overview

This Volume outlines the policy and guidelines for integrating official public websites into United States Marine Corps (USMC) public and internal communication programs. These guidelines complement Department of Defense (DoD) and Department of the Navy (DON) policies and documents relating to the use of official websites and internet-based capabilities (IbC) in public and internal communication strategies.

A. Public Web Program

All official Marine Corps public websites are consolidated and centrally hosted as part of the Marine Corps' public web program. The service-wide program saves the USMC human, financial, and technical resources, while establishing standardized content controls for all official websites.

The public web program is a critical component of informing the public of actions their Marine Corps is engaged in and how their tax money is being spent. Additionally, the program serves to inform Marines and their families with critical information to support their service to the nation. The program consists of all official U.S. Marine Corps public-facing websites hosted by the DoD Public Web Program and Web Enterprise Business (WEB.mil) with the Defense Media Activity (DMA). The public web program does not include Intranets, Microsoft Teams or SharePoint, or any Marine Corps websites that require authentication with a Common Access Card (CAC) or username/password for entry, nor should it be a replacement for these protected information systems.

1. Policy. It is USMC policy that:

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(a). Authorized users of unclassified USMC networks comply with all laws, policies, regulations, and guidance concerning communication and the appropriate control of USMC information referenced throughout this enclosure regardless of the technology used.

(b). Publicly accessible USMC websites are hosted on the American Forces Public Information Management System (AFPIMS) content management system administered by WEB.mil (formerly DOD Public Web) within DMA with oversight from the Director of Communication (DIRCOMM), Communication Directorate (CD), Headquarters, U.S. Marine Corps (HQMC).

(c). Commanders are ultimately responsible for all information created, posted, and maintained by members of their command, when acting in an official capacity. Clearance authority of information for the public is the responsibility of the commander but may be delegated to authorized Communication Strategy and Operations (COMMSTRAT) personnel.

(d). USMC public websites must follow hosting, security, procedural, and distribution practices required by U.S. law and DoD/DON regulations and instructions. No documents that can be modified or altered can be posted to any website. All documents need to be saved in a PDF format for public display on websites. Articles, biographies, and other content should be maintained in HyperText Markup Language (HTML) format, which is the result of loading the content into the AFPIMS content management system. This ensures optimal accessibility for all users.

(e). All USMC public websites will follow the security and access controls for public websites and other new media.

(f). All official USMC public websites will use the top-level domain “Marines.mil”, which is the approved government domain for the United States Marine Corps. Approved exceptions to this policy include, but are not limited to, <https://www.marines.com> and <https://www.marsoc.com>. Appropriate academic organizations can use the “.edu” domain under guidance of Training and Education Command. It is policy that no other Marine Corps organization or unit will use the .com or other top-level domains without the expressed written endorsement of the OMB Office of the Federal Chief Information Officer as directed in reference (g).

(g). Marine Corps Community Services (MCCS) websites are operated and maintained outside of the public web program, as their websites are for non-appropriated fund activities. These sites are also required to comply with all U.S. laws and DoD/DON regulations.

(h). Security at the source is paramount. No one should ever release classified or Controlled Unclassified Information (CUI) about the USMC’s mission that would assist an adversary, and no content shall be posted and released on public web that when aggregated with other released content may raise released information to a higher classification level. Personally Identifiable Information (PII) on USMC publicly accessible websites will be limited to the photos and biographies of senior officials as representatives serving public interest. USMC personnel are required to complete annual records management and privacy act training, and no individuals with out-of-date training are authorized to post content to Marine Corps websites or web platforms. It may be appropriate to establish a link to an internal information system provided details of the controlled

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site's contents are not revealed. This link should include a notification that it points to a restricted site to ensure readers without CAC access understand this link will be inaccessible for them.

<div> <div>VOLUME 1: CHAPTER 2</div> <div>“ROLES AND RESPONSIBILITIES”</div> <div>SUMMARY OF SUBSTANTIVE CHANGES</div> <div> Hyperlinks are denoted by <i><u>bold, italic, blue and underlined font</u></i>. </div> <div> The original publication date of this Marine Corps Order (MCO) Volume (right header) will not change unless/until a full revision of the MCO has been conducted. </div> <div> All Volume changes denoted in <i>blue font</i> will reset to black font upon a full revision of this Volume. </div> </div>			
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CHAPTER 2

ROLES AND RESPONSIBILITIES

0201 GENERAL

This chapter prescribes general and specific roles and responsibilities for the proper management of authorized and released content on Marine Corps public websites and web presences.

0202 GENERAL ROLES AND RESPONSIBILITIES

It is DoD and Marine Corps policy that all military and civilian personnel will operate and maintain public websites and web presences in accordance with all laws, policies, regulations, and guidance concerning public communication and the appropriate control of USMC information.

020201. Responsibilities Applicable to all Personnel

A. Ensure all information residing on the command or activity publicly-accessible website and web presence is reviewed quarterly and is accurate, factual, and appropriate for public release.

B. Ensure contracted personnel do not publish content to a command or activity publicly-accessible website or web presence without prior documented approval of a USMC official with the authority to release information to the public.

C. Ensure all information is written in a clear, concise, well-written style per the Plain Writing Act of 2010 (Public Law 111-274). The recommendations and best practices published on <https://www.plainlanguage.gov> should be followed when creating content for a publicly-accessible website and web presence.

D. Ensure all visual information, including graphics, photos, video, and multimedia productions, is carefully reviewed by COMMSTRAT to ensure it meets the standards and requirements for the public release of information as published in chapter 2 of reference (c) and visual information standards in reference (e), and be especially mindful of any licensed content (e.g. – music) included in visual information to ensure licenses provide broadcast synchronization, non-broadcast synchronization and digital rights clearances. The use of unlicensed copyrighted elements in visual information products is prohibited.

0202 SPECIFIC ROLES AND RESPONSIBILITIES

In addition to the general responsibilities applicable to all DoD and Marine Corps personnel, the following Marine Corps specific roles and responsibilities fulfill mandates and requirements set forth in references (a) through (d).

020201. Director of Communication (DIRCOMM)

- A. Direct web policy. Develop policy and guidance for the integration of public websites into the Marine Corps' public web program.
- B. Direct public communication policy. Develop policy and guidance governing the public communication program.
- C. Serve as the USMC representative for the DoD Public Web Steering Committee.

020202.

Marine Corps Public Web (MCPW)

- A. Execute and operate the Marine Corps' public web program. This includes ensuring public websites comply with U.S. law, operational and financial planning, and implementation of the program, as well as developing and maintaining service-specific requirements for the public web content management system hosted by WEB.mil as specified in reference (a). Ensure all public websites are registered by conducting an annual audit of sites registered with the U.S. Digital Registry, the DoD Unified Registration System, and the HQMC Unit Directory and provide DIRCOMM a list of units not in compliance.
- B. Establish a USMC content strategy for all public-facing websites to plan for the creation, delivery, and governance of released content aligned with the branding standards and communication goals managed by DIRCOMM. The United States Marine Corps Trademark Licensing Office (TMLO) must be consulted prior to posting any links to USMC branded merchandise.
- C. Serve as the Group Manager for the AFPIMS program of record with DMA overseeing all communications and direct web management for the USMC in accordance with the AFPIMS memorandum of agreement between the WEB division at DMA and CD, HQMC.
- D. Establish and maintain service-specific training programs for subordinate unit web presences hosted on AFPIMS.
- E. Serve as point of contact for conducting periodic multidisciplinary reviews of public websites. Chair the board for the [Marines.mil](https://www.marines.mil) website multidisciplinary review on behalf of DIRCOMM.
- F. Provide a U.S. Marine Corps technical subject matter expert (SME) for the DoD Public Web Steering Committee.
- G. Determine internet-based capability platforms for U.S. Marine Corps use. Approve/disapprove and manage internet-based capability Terms of

Service agreements on behalf of the Communication Directorate,
Headquarters, U.S. Marine Corps in coordination with legal personnel.

020203. Production & Engagement, CD, HQMC

- A. The Production & Engagement (P&E) office within the Communication Directorate, Headquarters, U.S. Marine Corps will manage and maintain all content on the official flagship website of the U.S. Marine Corps, <https://www.marines.mil>.

020204. Commanders

- A. Commanders are responsible for implementing a comprehensive administration program for their publicly accessible command or activity web presences. A web presence is a collective term for all publicly accessible websites, related technologies, and IBCs, including collaborative tools such as social media. Commanders will reference Volume 6 of this MCO to verify if they are authorized to establish a command social media presence.
- B. All web presences must be registered and re-registered on an annual basis or whenever there is a change in any of the registration data fields. It is imperative to have an accurate point of contact for every command or activity web presence when content violations are identified, when spillage occurs, and when other urgent matters arise that require immediate adjudication and resolution from a specific unit web presence. Registering web presences constitutes the official status for DoD social media on authorized platforms.

(1) DoD Unified Registration System –

<https://www.defense.gov/Resources/Register-A-Site/>

(2) U.S. Digital Registry – [https://www.digital.gov/services/u-s-](https://www.digital.gov/services/u-s-digital-registry/)

[digital-registry/](https://www.digital.gov/services/u-s-digital-registry/)

(3) Marines.mil Unit Directory - [https://www.marines.mil/Site-](https://www.marines.mil/Site-Registration/)

[Registration/](https://www.marines.mil/Site-Registration/)

- C. Commanders will designate, in writing, the person(s) authorized to manage unit web presences and will direct the appointed personnel to complete all required training for the information system and additional OPSEC training outlined in reference D.
- D. Conduct and maintain records of quarterly reviews of released content for all web presences in accordance with reference (d) and ensure no prohibited content and links have been published as detailed in reference (c).

- E. Review access permissions and accounts on all web presences biannually or whenever turnover of personnel occurs to ensure compliance with reference (d) and (e).
- F. Conduct and maintain records of an annual review of all information residing on a web presence to ensure content is accurate, specifically structured for general public use, and appropriate for worldwide consumption, and information not authorized for public web presence must either be removed or placed on a restricted-access information system.
- G. Remove content if information is no longer reflective of current messaging positions, outdated, or is no longer relevant to external audiences while complying with all records management policy.
- H. Coordinate the release of information with appropriate release authority, as required.

<p>VOLUME 5: CHAPTER 3</p> <p>“PUBLIC WEBSITE MANAGEMENT”</p> <p>SUMMARY OF SUBSTANTIVE CHANGES</p> <p>Hyperlinks are denoted by <i><u>bold, italic, blue and underlined font.</u></i></p> <p>The original publication date of this Marine Corps Order (MCO) Volume (right header) will not change unless/until a full revision of the MCO has been conducted.</p> <p>All Volume changes denoted in blue font will reset to black font upon a full revision of this Volume.</p>			
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CHAPTER 3

PUBLIC WEBSITE MANAGEMENT

0301 GENERAL

This chapter prescribes general and specific roles and responsibilities for the proper management of authorized and released content on Marine Corps public websites and web presences.

0302 WEBSITE MANAGEMENT

All U.S. Marine Corps public-facing websites should be managed professionally to ensure conformity with branding requirements outlined in the Marine Corps Branding Guide, content standards, Section 508 accessibility requirements, and Department of Navy policy. Consistent updates and maintenance should be conducted to ensure all information remains current, accurate, and relevant to external audiences. All changes made on public-facing websites must be approved by the commander or designated personnel with release authority.

In accordance with reference (f), all unit subdomain names for public-facing websites will use traditional style ordinal numbers (1st, 2nd, 3rd, 4th) to ensure standardized naming structure and effective search engine optimization. Aviation and other units ending with a numeric identifier will be spelled out in the unit directory, webpage title references, and primary website navigation and use a hyphen for subsequent uses (VMFA-115 not VMFA 115). Commanders may use nonstandard ordinal numbers (2d, 3d, 4d) for unit names within website content.

0303 WEBSITE CONTENT

All content on U.S. Marine Corps public-facing websites must be relevant, timely, accurate, in line with the DoD Principles of Information and in accordance with DON and DoD policies. Content will be written in plain language that is easily understandable by the public. Use only approved images, videos, and other multimedia, ensuring they comply with the law and respect privacy and copyrights. Regularly review and remove outdated content while observing USMC Records Management requirements.

In accordance with reference (c), all public-facing websites will include, at a minimum:

1. Full organizational name and official postal mailing address.
2. A statement that the site is an official USMC website.
3. Links to the parent command, or immediate superior in command, on the home page where applicable.
4. The webmaster's e-mail address or another means to contact the webmaster.

Biographies and official photos published on a public-facing website for officers in command, executive officers (chiefs of staff, chief staff officers, deputies, etc.) and senior enlisted advisors will adhere to the professional standards outlined in reference (k) and Volume 3 of this Order.

In accordance with reference (f), command and official photographs posted to public-facing websites will be named in the VIRIN format. Non-COMMSTRAT personnel will use the unit DVIAN where a Vision ID would normally be used for any provided photographs.

0304 SECTION 508 REQUIREMENTS

Ensure website design and content are accessible to all users, including those with disabilities. Images, videos, and other multimedia should have appropriate alt-text, closed captions, and transcripts to be accessible to users with visual or hearing impairments. The website layout and navigation should be user-friendly for assistive technologies. Content and website managers should familiarize themselves with the current Web Content Accessibility Guidelines (WCAG) for Level A & AA published by the World Wide Web Consortium (W3C) and ensure 508-compliance for all released visual information in accordance with reference (a).

0305 PROHIBITED CONTENT

Ensure no content violates DON guidelines on prohibited content. This includes but is not limited to content that is: defamatory, obscene, abusive, threatening, or a violation of privacy as outlined in the Privacy Act. If identified, webmasters will remove content while adhering to applicable records management requirements and notify command leadership.

0306 WEBSITE CONFORMITY AND BRANDING

All websites should maintain a consistent design and content structure in line with approved USMC branding and the web style guide outlined in Volume 7 of this Order. Site managers will maintain a consistent navigation structure across different pages to provide a consistent user experience.

0307 COLLECTION OF INFORMATION

The collection of user information will be conducted in accordance with the Paperwork Reduction Act (PRA), the 21st Century Integrated Digital Experience Act (21st Century IDEA), OMB Memorandum M-23-22, and OMB Circular A11, Section 280 in support of the requirement to digitize forms and to ensure efficiency, transparency, and user trust. Information collected will be limited to what is relevant and necessary for the proper functioning of the website and operational needs of the service, (e.g., in order to process a funeral support request submitted digitally, information must be collected, in this instance, the deceased servicemember's PII). All data handling will be conducted responsibly, aligning with federal guidelines to enhance digital services while safeguarding user privacy and will employ information systems at the impact level appropriate for the collected information. Explicit consent must be obtained from the user prior to any data collection, and the purpose of the data collection must be clearly explained.

0308 CONTENT MANAGEMENT SYSTEM (CMS) ACCOUNT MANAGEMENT

Only authorized individuals who have been designated, in writing, by their commander or release authority will be given access to the CMS. All users must complete mandatory training for the role and permissions they require on the CMS. The required training courses are available at

<https://webtraining.dma.mil>. All users with a CMS account to manage content on a public-facing website must complete additional OPSEC training within 90 days of appointment IAW MCO 3070.2A. Initial account requests, including applicable training certificates and appointment letter, should be submitted to Marine Corps Public Web via e-mail at cdops@usmc.mil. Marine Corps Public Web will establish a user management protocol, including adding, removing, and updating user permissions, to ensure only authorized personnel have access. All commands are required to notify Marine Corps Public Web when a CMS account is no longer required for their public-facing websites.

<p>VOLUME 5: CHAPTER 4</p> <p>“INTERNET-BASED CAPABILITY MANAGEMENT”</p> <p>SUMMARY OF SUBSTANTIVE CHANGES</p> <p>Hyperlinks are denoted by <i><u>bold, italic, blue and underlined font.</u></i></p> <p>The original publication date of this Marine Corps Order (MCO) Volume (right header) will not change unless/until a full revision of the MCO has been conducted.</p> <p>All Volume changes denoted in blue font will reset to black font upon a full revision of this Volume.</p>			
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CHAPTER 4

INTERNET-BASED CAPABILITY MANAGEMENT

0401 GENERAL

The purpose of this chapter is to guide all personnel in the United States Marine Corps in the registration and deactivation requirements for social media platforms.

0402 ROLES AND RESPONSIBILITIES

Social media represents a powerful means of communication, engagement, and information sharing. However, misuse can result in damage to the USMC's reputation, operational security, and legal ramifications. Therefore, it's critical to understand the correct usage of social media.

040201. All Personnel

All USMC personnel are responsible for their actions online. Personnel responsible for the management of internet-based capabilities must comply with this policy, Volume 6 of this Order, U.S. law, and the Uniform Code of Military Justice.

040202. Commanders

Commanders are responsible for ensuring their staff understand and adhere to this policy and Volume 6 of this Order.

040203. Communication Strategy & Operations Personnel

COMMSTRAT is responsible for the management of official social media accounts and training associated with personal social media literacy and authorized employment of social media for commands and commanders authorized to have a personal EOP.

0403 INTERNET-BASED CAPABILITY MANAGEMENT

040301. Approval

All official social media accounts must be approved by the respective commander, and the creation of an account must adhere to the requirements defined in Volume 6 of this Order. The creation of new EOPs should be carefully considered and avoided, unless the proposed EOP meets a specific communication objective that is not being met by any existing EOP or public web presence.

0404 RECORDS MANAGEMENT REQUIREMENT

Marines.mil is the sole official public engagement platform of record. However, all records created or received on official USMC social media accounts are considered federal records and must be managed in accordance with USMC Records Management policies. Social media accounts must maintain a digital record of posts, including edited or deleted posts.

0405 DEACTIVATION INSTRUCTIONS

To deactivate an official USMC social media account or EOP, authorized management personnel outlined in Volume 1 and Volume 6 of this order must:

- A. Notify the respective commander in writing of the intent to deactivate the account to obtain acknowledgement and concurrence via memorandum or email.
- B. Archive all official records associated with the account in accordance with USMC Records Management policies. Official messaging records include messages from members of the media or stakeholders to an official social media platform where the response is from authorized management personnel acting in an official capacity. Personnel will take screenshots of messages and send them to their official government email to preserve them as a digital record.
- C. Deactivate the account in accordance with that platform's deactivation instructions upon receipt of approval in writing.