



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
3044 CATLIN AVENUE
QUANTICO VA 22134-5103

NAVMC 1700.27
MR
28 Aug 24

NAVMC 1700.27

From: Commandant of the Marine Corps
To: Distribution List

Subj: MARINE CORPS COMMUNITY SERVICES ENTERPRISE WEBSITE MANAGEMENT AND PROCEDURES

Ref: See Enclosure (1)

Encl: (1) References
(2) MCCS Enterprise Website Management and Procedures

1. Purpose. To provide guidance on the management of the Marine Corps Community Services (MCCS) Enterprise Website and supporting content management system (CMS). The MCCS Enterprise Website has been developed to operate in accordance with references (a) through (r) and this NAVMC. This NAVMC is a coordinated Business and Support Services (MR) and Marine and Family Programs (MF) reference guide to facilitate the planning and execution of the MCCS Enterprise Website.

2. Tasks

a. The Information Technology Directorate will:

(1) Provide a centrally managed web platform for use by all MCCS activities.

(2) Update this NAVMC as needed and promulgate other guidance, as needed, on use of the MCCS Enterprise Website.

b. The Marketing and Innovation Directorate will provide advice and guidance on all branding, brand voice, design, and "look and feel" of all websites to ensure compliance with all established brand guidelines.

c. Installation commanders and heads of Marine Corps nonappropriated fund instrumentalities (NAFIs) will maintain all installation websites for MCCS and NAFI activities that are not hosted on the .mil network on the MCCS Enterprise Website and ensure NAFI personnel comply with this NAVMC and other MCCS Enterprise Website published guidance.

3. Coordinating Instructions

a. MCCS Enterprise Website Management and Procedures. Enclosure (2) contains site management policies and procedures.

b. MCCS Web Advisory Group. An MCCS Website Advisory Group (WAG) will provide a venue to collaborate among all MCCS Enterprise Website

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stakeholders, develop strategy, oversee related implementation matters, and advise the MR and MF Directors on MCCS enterprise-wide operational requirements.

4. Information. This NAVMC is managed by the MR Information Technology Directorate. Recommendations concerning the content of this NAVMC may be forwarded to the MCCS WAG at: webmaster@usmc-mccs.org.

5. Applicability. This NAVMC is applicable to USMC installations, commands, activities, field offices, and all other organizational entities whose performance of duties accomplish a function related to the MCCS Enterprise Website.

6. Certification. This NAVMC is effective the date signed.

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Digitally signed by
CUTSHALL.EDWARD.B.1143879328
Date: 2024.08.28 12:23:17 -0400

Edward Cutshall
CEO/Director
Business and Support
Service Division

PCN: 10048005500

REFERENCES

- (a) DoDI 1015.10, "Military Morale, Welfare, and Recreation (MWR) Programs," July 6, 2009, as amended
- (b) DoDI 1330.21, "Armed Services Exchange Regulations," July 14, 2005
- (c) DoDM 8400.01 "Accessibility of Information and Communications Technology (ICT)," November 14, 2017
- (d) DoDI 8170.01, "Online Information Management and Electronic Messaging," January 2, 2019, as amended
- (e) MCO P1700.27B W/CH 1, "Marine Corps Community Services Policy Manual," March 22, 2008
- (f) MCO 5354.1F, "Marine Corps Prohibited Activities and Conduct (PAC) Prevention and Response," April 20, 2021
- (g) SECNAVINST 5720.44C, CH-2, "Department of the Navy Public Affairs Policy and Regulations," April 10, 2019
- (h) SECNAVINST 5211.5F, "Department of the Navy Privacy Program," May 20, 2019
- (i) SECNAVINST 5213.16, "Department of the Navy Forms Management Program," October 18, 2019
- (j) DoDM 8140.03, "Cyberspace Workforce Qualification and Management Program," February 15, 2023
- (k) DoDI 7750.07, "DoD Forms Management Program" April 19, 2022
- (l) DoDM 8910.01 Vol 2, "DoD Information Collections Manual: Procedures for DoD Public Information Collections," June 30, 2014, as amended
- (m) MCO 5210.11F, "Marine Corps Records Management Program," April 7, 2015
- (n) SECNAVINST 5870.9, "Use of Copyrighted Works in the Department of the Navy", June 14, 2019
- (o) DoDI 1015.16, "Nonappropriated Fund Instrumentalities Information Technology Policies and Procedures," March 18, 2022
- (p) DoDI 5400.17, "Official Use of Social Media For Public Affairs Purposes," August 12, 2022, as amended
- (q) GENADMIN DTG 14023Z, "Change to Use of the Defense Privacy Information Management System (DPIMS) In Marine Corps PII Breach Reporting and Responding Processes," August 2023
- (r) MARADMIN 188/22, "Policy use of DD Form 2959 Breach of Personally Identifiable Information Report in the Marine Corps PII Breach Reporting and Responding Process," R 131215Z APR 22

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Chapter 1

MCCS Enterprise Website Management

1. Overview. This chapter provides a framework for operation of the MCCS Enterprise Website to ensure that site management is done in a constructive, objective, and non-disruptive manner. The MCCS Enterprise Website will host all MCCS websites not hosted on the .mil and will meet information technology, cybersecurity, and privacy policy, laws, and regulations requirements. To fully optimize the capabilities of the MCCS Enterprise Website, stakeholders at all levels must work together to ensure secure, vibrant, and engaging websites for Marines, their families, and authorized patrons. Collaboration across the enterprise is a long-standing best practice giving unified guidance from the service-level headquarters.
2. MCCS Enterprise Website Management. The primary elements of the MCCS Enterprise Website management process consist of the MCCS WAG, compliance with policy requirements outlined in paragraph 4 below, and implementation of procedures outlined in chapter 2 of this enclosure.
3. MCCS WAG Overview. The MCCS WAG is comprised of key stakeholders within MCCS including installation, MF and MR marketing, information technology, cybersecurity, and privacy stakeholders. The MCCS WAG is a forum for collaboration among all MCCS Enterprise Website stakeholders to develop strategy and procedures, and advise the Directors of MF and MR on enterprise-wide operational requirements. MCCS WAG members are responsible for communicating MCCS Enterprise Website requirements and decisions to represented stakeholders.
4. Applicable Policy. Below is a summary of significant policies that apply to the MCCS Enterprise Website.
 - a. 508 Compliance. Official electronic messaging services and online official DoD information must be accessible to DoD personnel and members of the public with disabilities. Reference (c) requires that access to such sites be comparable to that available to individuals who do not have disabilities.
 - b. Advertising. Non-U.S. Government (USG) advertising in electronic versions of nonappropriated fund products are governed by reference (a) for military and civilian Morale, Welfare, and Recreation (MWR) activities such as Marine Corps Exchange (MCX) services. Non-USG advertising in electronic versions of MCX products is governed by reference (b). MWR activities are authorized to promote and advertise MWR programs, activities and events, and conduct MWR commercial sponsorship opportunities in accordance with references (a) and (e).
 - c. Applications. Per reference (e), Director, MR is the approval authority for all software and applications used on the MCCS Enterprise Network (MCCSNet) and its cloud computing architecture and components. A waiver must be obtained to use any locally procured hardware, software, and/or communication devices not listed on the MCCSNet approved product list.
 - d. Applications Programming Interface (API). An API is a set of software instructions and standards that allows machine to machine communication, (e.g., when a website uses a widget to share a link on Twitter

or Facebook). The MCCS Enterprise Website may use the Google Maps API to integrate real time maps into our website. The use of any other API as part of the MCCS Enterprise Website requires prior approval by MR Cybersecurity per reference (e).

e. Cookies. It is permissible to use "cookies" or other methods to collect or store non-user-identifying information; however, users must always be notified of what information is collected or stored, why it is being done, and how it is used in accordance with reference (e). Cookies are encrypted utilizing currently accepted encryption technology.

f. Commercial Web-Hosting Services Prohibited. Use of commercial web hosting services is prohibited per reference (e). All websites not behind a Marine Corps Enterprise Network firewall must be located behind an MR managed firewall. This prohibition does not apply to use of USMC approved social media platforms such as Facebook or X (formerly Twitter).

g. Copyright. The use of copyrighted works in the DON is governed by reference (n). Users must seek advice from the supporting Office of Counsel for the Commandant attorney or field office prior to using copyrighted materials for website content.

(1) Works of the USG prepared by DoD employees (or any officer or employee of the USG) as part of their official duties are not protected by copyright in the United States in accordance with Title 17, U.S.C.

(2) Proper attribution must be made per reference (d) for all copyrighted material. Post a clear disclaimer detailing the copyrights retained by USG or non-USG contributors and identify the specific copyrighted work(s) (e.g., information, image, video, sound, design, code, template, service, technology) when placing copyrighted material on electronic messaging services and websites.

h. Collection of Data. Approved types of personal information authorized for collection, maintenance, use, and/or dissemination via MCCS websites are as authorized by the current Privacy Impact Assessment (PIA) to include: name and contact information for MCCS outreach/subscription requests; name, contact information, associated costs, and selected services and/or products connected with the activity (to include registrant's status and rank/grade when required for pricing) for online registrations for MCCS sponsored activities; and information relating to Marine for Life resource requests by transitioning Marines included on the official forms NAVMC 9, "M4L Registration Form," and NAVMC 10, "M4L Resource Form." Requests for collecting additional personal information via MCCS websites must be coordinated with the MR Privacy Coordinator to ensure applicable controls and authorizations are in place prior to collection.

i. Disclaimers. The following disclaimers shall be displayed in accordance with reference (d) when linking to external sites not managed by USG. The disclaimers may appear on the page or pages listing external sites, commercial advertisements, or sponsorships.

(1) Leaving USMC MCCS Website Disclaimer. "The appearance of hyperlinks does not constitute endorsement by the U.S. Marine Corps (USMC) of non-U.S. Government sites or the information, products, or services contained therein. Although the USMC may or may not use these sites as additional distribution channels for Department of Defense information, it does not

exercise editorial control over all of the information that you may find at these locations. Such hyperlinks are provided consistent with the stated purpose of this website." See reference (d).

(2) Use of Third-Party Websites and Applications Disclaimer. "Third-party websites and applications that are not owned, operated, or controlled by DoD are integral to internet-based operations across DoD and used to augment official communication and services. These capabilities include, but are not limited to, networking services, media sharing services, marketing, event management, wikis and data mashups. Users should consult the security and privacy policies of the third-party websites and applications they subscribe to for more information. Users who choose to not use the third-party website or application may still learn about and register for MCCS activities by contacting the local MCCS activity or event organizer. Please refer to the Privacy Policy on the platform collecting the information for a description of why this information is being collected and how it will be used."

(3) Disclaimer when linking to static sponsors, ads, or redirecting to another USG site or MCCS contracted third-party (such as payment processing). "You are now leaving the official MCCS website."

j. Frames. Frames or iFrames are a technique used to display the information from another web page within the same (current) page. Using externally sourced frames on the MCCS Enterprise Website is not permitted unless authorized by MR Cybersecurity per reference (g).

k. Release approval. Release approval for information posted on the MCCS Enterprise Website is the responsibility of the Installation MCCS Director or designee in coordination with the Director MF or MR as appropriate. Personnel with release authority must ensure the credibility of official information is not adversely affected by association with commercial sponsors or advertisers per reference (e).

l. Marine Corps Trademarks. The Marine Corps reserves the right to review, screen, or license any United States Marine Corps (USMC) themed private-sector product or advertisement to ensure the proposed usage upholds the dignity and reputation of the USMC and to ensure such use does not subject the Marine Corps to discredit or adversely affect the health, safety, welfare, or morale of members of the Marine Corps, or is otherwise objectionable, per reference (g). The use of Marine Corps trademarks by third parties for any purpose, including reproduction on merchandise, is expressly prohibited unless the producer enters into a license agreement with, or is otherwise granted permission by, the Marine Corps Trademark and Licensing Office.

m. Monitoring User Activity. The MCCS Enterprise Website's privacy policy includes language to explain how a user's activity on the website is monitored. The language below, in accordance with reference (d), appears on the website's Privacy and Security Notice page.

"The Marine Corps Community Services (MCCS) website is provided as a public service by the Business and Support Services Division, Manpower and Reserve Affairs Department, Headquarters, United States Marine Corps.

Information presented on this service, not identified as protected by copyright, is considered public information and may be distributed or copied. Use of appropriate byline, photo, and image credits is requested. For site management, information is collected for statistical purposes. This U.S. Government computer system uses software programs to create summary statistics, which are used for such purposes as assessing what information is of most and least interest, determining technical design specifications, and identifying system performance or problem areas.

For site security purposes and to ensure that this service remains available to all users, software programs are employed to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.

Except for authorized law enforcement investigations and national security purposes, no other attempts are made to identify individual users or their usage habits beyond DoD websites. Raw data logs are used for no other purposes and are scheduled for regular destruction in accordance with National Archives and Records Administration approved records schedule.

Web measurement and customization technologies (WMCT) may be used on this site to remember your online interactions, to conduct measurement and analysis of usage, or to customize your experience. The Department of Defense does not use the information associated with WMCT to track individual user activity on the Internet outside of Defense Department websites, nor does it share the data obtained through such technologies, without your explicit consent, with other departments or agencies, unless directed to do so in statute, regulation, or Executive order. The Department of Defense does not keep a database of information obtained from the use of WMCT. General instructions for how you may opt out of some of the most commonly used WMCT is available at http://www.usa.gov/optout_instructions.shtml.

Unauthorized attempts to upload information or change information on this site are strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1987 and the National Information Infrastructure Protection Act (Section 1030 of Title 18, United States Code).

If you have any questions or comments about the information presented here, please forward them to webmaster@usmc-mccs.org.

Use of Third-Party Websites and Applications

Third-party websites and applications that are not owned, operated, or controlled by DoD are integral to internet-based operations across DoD and used to augment official communication and services. These capabilities include, but are not limited to, networking services, media sharing services, marketing, event management, wikis and data mashups. Users should consult the security and privacy policies of the third-party websites and applications they subscribe to for more information. Users who choose to not use the third-party website or application may still learn about and register for MCCS activities by contacting the local MCCS activity or event organizer.

Intended Patrons

This site is intended to provide information and services to authorized MCCS patrons only.

Legal Disclaimer

While we strive to continually provide accurate information on this web site, typographical or omission errors may occasionally occur in pricing, disclaimers, special offers, product information or images (photographed items may contain slight differences). Such errors are subject to correction at any time.

Non-Endorsement

The appearance of hyperlinks does not constitute endorsement by the U.S. Marine Corps of non-U.S. Government sites or the information, products, or services contained therein. Although MCCS may or may not use these sites as additional distribution channels for Department of Defense information, it does not exercise editorial control over all of the information that you may find at these locations. Such links are provided consistent with the stated purpose of this website.

Links to External Sites

Check MCCS Links Disclaimer for more information."

n. Permissible Content and Links. Per reference (g), the following content and links are authorized on the MCCS Enterprise Website:

(1) Links to information under the purview of and posted to other military (.mil) or USG websites (.gov).

(2) General telephone numbers and non-personalized email addresses for commonly requested governmental resources, services, and contacts, without individuals' names.

(3) The names, telephone numbers, and personalized official e-mail addresses of command and activity COMMSTRAT personnel and/or those designated by the commander as command spokespersons.

(4) Due to the public nature of their duties, the official biographies and portraits of: flag officers, commanders, commanding officers, officers in command, executive officers or deputies, the civilian equivalents of the aforementioned officers, and command master chief petty officers and senior enlisted advisors or Marine Corps master gunnery sergeants or sergeants major.

(5) Links to web pages about the command or activity in traditional and online media when such linking would be reasonably seen as not an endorsement of the entity to which the link is made.

(6) Information promoting and advertisement of MWR programs, activities, and events, and conducting MWR commercial sponsorship and advertising.

(7) Links to the Combined Federal Campaign and/or the Navy-Marine Corps Relief Society.

o. Prohibited Content and Links. Per reference (g), the below content and links are prohibited on all DON publicly-accessible internet presences, including those operated by MCCS. The prohibitions apply to all command or activity websites, command or activity presences on Internet-based

Capabilities (IbC) platforms, and posts made in one's official capacity to IbC presences not owned or managed by the DON, command, or activity.

(1) Content that is inappropriate, including: adult content, sexually explicit or sexually oriented material, nudity, hate speech or ridicule of others on the basis of protected class (for example, race, creed, religion, color, age, sex, disability, national origin, or sexual orientation), gambling, illegal weapons, militancy/extremist activities, terrorist activities, and any other content or activities that are illegal, inappropriate, or offensive to fellow users or the public, as defined in reference (f).

(2) Official biographies that include date of birth, age, current residential street address, or any information about family members. Place of birth, if desired to be included, will be presented as "... is a native of..." Official portraits must be head and shoulders only. Due to the public nature of their duties, web presences may include the official biographies as defined in reference (x).

(3) Images that display a uniformed member with their rank and name clearly visible in accordance with reference (n).

(4) Copyrighted and trademarked material without written permission from the copyright or trademark. See paragraph 4.g above for more information.

(5) Any content that is political in nature or that endorses or promotes products, opinions, or causes other than those already officially endorsed by the DON.

(6) Any content that endorses or implies endorsement (including links to advertising, promotions, solicitations, or endorsements) of products, non-government services, of a political nature, or commercial entities, charities, or causes.

(7) Commercial software or links to commercial software for download except when the software is unique and required for viewing documents provided within the website's purpose. In these cases, only a text link directly to the vendor's download web page is permitted per references (g) and (n).

(8) Link disclaimers when linking to the website of a DoD, local, state, or federal government entity.

(9) Links to the homepages of websites of private sector news media, magazines, publishers, or radio or television stations.

(10) Classified material, controlled unclassified information, proprietary information, pre-decisional information, any other form of sensitive but unclassified information, or information that could enable the recipient to infer this type of information. This includes, but is not limited to, lessons learned or maps with specific locations of sensitive units, ship battle orders, threat condition profiles, etc.; activities or information relating to ongoing criminal investigations into terrorist acts, force protection levels, specific force protection measures being taken or number of personnel involved; and plans of the day or month.

(11) Personally Identifiable Information (PII) subject to the Privacy Act must be collected, maintained, and used in accordance with reference (h). Other than in official news releases or stories, such identification shall only be made to indicate the single point of contact for a provided service, or when indicating an author of a document, report, or study in accordance with reference.

(12) Identification of immediate family members of Marine Corps personnel by name, including in imagery captions, except for a spouse of a senior leader who is participating in public events such as a ship naming, commissioning, etc. Family member information will not be included in any online biographies.

(13) Unit or other personnel lists and rosters, charts, or directories that provide the names, addresses, e-mail addresses, and/or telephone numbers of individual unit members or the names and locations of family members, and operational unit organizational charts that include names with billets.

(14) Information, other than authorized press releases, about casualties prior to official confirmation that next of kin has been notified and a competent authority authorizes publication of specific casualty information. Commanders are reminded that casualty information is to be tightly controlled and heavily scrutinized.

(15) Information, other than authorized press releases, regarding events or incidents currently under investigation.

(16) Links to or use of commercial and/or copyrighted maps.

(17) Installation maps displaying the locations of operational commands or force protection facilities.

p. Unauthorized Changes. Unauthorized attempts to upload information or change information on the MCCS Enterprise Website are strictly prohibited per reference (e). Planned changes to the collection of personal information must be reported to MR to ensure appropriate authorizations have been established prior to implementation.

q. Website Privacy and Security Notice. Department of Defense privacy policies dictate that if you collect personal information from website visitors, you must have the approved MCCS Privacy and Security Notice posted to your site in accordance with reference (d) and available with your mobile app (if applicable).

Chapter 2

MCCS Enterprise Website Procedures

1. Overview. This chapter provides guidance on MCCS Enterprise Website management procedures. These procedures will be supplemented with standard operating procedures as needed. The location of those SOPs will be published via separate correspondence. This ensures Marines and their families experience a seamless web presence and allows them to quickly find what they are looking for, regardless of location. With ever-evolving websites and multiple stakeholders, quality and consistency can quickly be forgotten. Stakeholders, copywriters, and designers all have different styles and skills. Website content management best practices ensure everyone follows the same criteria for consistency across the enterprise platform.

2. Content Management System (CMS) Account Creation and Access. Users of the CMS are identified and authorized in writing by their MCCS Director or HQMC Branch Head to receive an account and post information on the MCCS Enterprise Website. New user accounts may only be obtained after completing all required training. The MCCS Director or designated representative shall request an immediate disabling of user accounts and revoking of access to CMS resources upon employee termination.

3. CMS Training

a. All CMS users must earn a Computing Environment certificate for the website's CMS, Experience Manager, per reference (j). Training is available in Ethos and provided at both the installation and HQMC levels. To become an authorized user, employees complete all annual training provided to all MCCS civilian employee on cybersecurity awareness, operational security, and privacy.

b. Contact your installation's MCCS Marketing Director for additional information.

4. CMS User Roles. The following roles are available in the CMS:

Account Name	Description	Account Notes:
Calendar Admin	User role allowing for the creation, editing, publishing and removal of all calendars-based content, e.g., events, activities, and classes.	<ul style="list-style-type: none"> Intended for users just to add events to website. Can add events to calendars, tag relevant programs/departments and upload associated media (PDF, images, etc.).

Content Contributor	User role allowing for the creation and editing of site-wide media/content. This role is not able to publish content to the website. Only a Content Editor or Installation Manager have CMS rights to publish.	<ul style="list-style-type: none"> For users with basic tasks such as: <ul style="list-style-type: none"> Fixing a typo. Adding simple text content. Uploading a PDF. Changing a picture. Low risk of breaking website.
Content Editor	User role allowing for the creation, editing and publishing approval for all of an installation's content. Can publish Content Contributors' changes.	<ul style="list-style-type: none"> More access with more abilities. User should have strong understanding of web technologies and best practices. Ability to break elements on website if not careful.
Installation Manager	User role allowing for the complete management of an installation's website, including content/media management and site page organization. Allows for the creation of micro-sites and template application.	<ul style="list-style-type: none"> Most access with complete access to installation website. Intended for users that are web professionals. Ability to break installation site if not careful.

5. Data Retention/Storage/Destruction. Web administrators and managers must ensure records management practices comply with established records schedules in accordance with reference (m). Below are the retention instructions for the following records:

a. Marine for Life Forms: Temporary. Cutoff at CY. Destroy when 3 years old (DON Records Schedule 1000-34 General Correspondence (Military Personnel), SSIC 1754.1b).

b. Subscription/mailling lists: Temporary. Delete when superseded, obsolete, or when customer requests the agency to remove the records (DON Records Schedule 5000-140, Mail, Printing, and Telecommunication Services Control Records notates to use GRS 6.5 item 20).

c. Event registration records: Temporary: Cutoff at end of CY. Destroy no earlier than 1 year and no later than 3 years after cutoff. Longer retention is authorized if required for business use (DON Records Schedule 4000-32).

6. Forms. To place official downloadable-only forms on the website, coordinate with the local Command Designated Records Manager, Privacy point of contact, and/or Forms Management Officer to ensure DON Forms Management Program compliance. In accordance with references (i), (k), and (l), any form (regardless of format or medium) that collects information from 10 or more members of the general public (e.g., spouses, retirees, or contractors) must have Office of Management and Budget (OMB) approval (such as a current OMB Control Number or authorized exemption).

7. Workflows. Experience Manager provides installation team workflows to manage content updates, review, and posting. To establish a workflow, please email webmaster@usmc-mccs.org.

8. Analytics. Enterprise website stakeholders should monitor website data on a regular basis. The Google Analytics (GA) account or equivalent tool for the MCCS Enterprise Website is administered by the MCCS Headquarters Web Services Team. GA code or equivalent tool is embedded into all web pages to create website analytics reports. Headquarters developed a metrics dashboard to provide installations' website analytics. Installations may request access to the website's analytics account by sending a request to webmaster@usmc-mccs.org.

9. Content Audits

a. To ensure that Marines and their families are accessing the most up to date information, installation and HQMC content contributors shall establish procedures for management oversight and regular functional review of their websites. Content audits must be conducted annually per reference (d) to ensure the website:

- (1) Does not include classified or controlled unclassified (nonpublic) information.
- (2) Has up to date content.
- (3) Pages and assets are tagged.
- (4) Pages are free of grammatical errors.
- (5) Pages are properly optimized for search engine ranking.

b. If nonpublic information is discovered at any time, it shall immediately be removed per reference (g).

c. PII compliance spot checks must be conducted at least twice annually to ensure PII is not inadvertently posted on the MCCS Enterprise Website per reference (h). If PII subject to the Privacy Act is discovered on the MCCS Enterprise Website, personnel are required to report the PII breach immediately in accordance with the most current DON Breach Plan, which is accessible on the DON CIO website and notify MR for awareness and additional support, as needed, at MCCS headquarters Help Desk at hq.help@usmc-mccs.org and MCCS Privacy Awareness organizational mailbox at MCCSPrivacyAwareness@usmc-mccs.org.

(1) Reporting PII Breach Instructions. In accordance with reference (q), Marine Corps Organizations are to use the Defense Privacy Information Management System (DPIMS) PII breach reporting tool when reporting PII breach incidents to HQMC DC I IC4. In the event of interrupted DPIMS service or other access issues preventing reporting, use DD form 2959, "Breach of Personally Identifiable Information (PII) Report," and refer to reference (r) for instructions on completing and submitting the PII breach report.

(2) Do not include the actual PII involved in the actual or suspect PII breach loss.

10. Dead/Broken Links. Broken links inevitably occur on web servers as pages are modified, moved, or deleted. Remove dead links as quickly as possible per reference (g).

11. File Formats

a. The choice of file formats used is based on the following considerations:

- (1) The intended use of the material by the target audience.
- (2) The accessibility of the format to the target audience.
- (3) The level of effort required to convert the material to the format.

b. In the interest of making information readily available to as wide an audience as possible, web servers avoid making information available only in proprietary file formats (e.g., WordPerfect, Microsoft Word, Microsoft PowerPoint, Statistical Analysis System, and Adobe Acrobat Portable Document Format) except in cases where the target audience commonly has access to such formats.

c. Links to files in proprietary or unusual formats must be explicitly noted with the file. Material intended to be viewed, read, or browsed online is prepared in HTML or XML format (for text and tables) and GIF (for graphics). JPEG format may be used instead of GIF for photographic material where there is a need to preserve a large number (over 256) of colors. In such cases, JPEG produces smaller files with minor loss of image precision.

d. Portable document formats, such as Adobe Acrobat, are not used as the primary format unless converting the material to HTML is not feasible. Although it is easier in many instances to create PDF than HTML, there are drawbacks: the contents of PDF files are not included in site-wide full text search indexes; PDF viewers are not embedded in most Internet browsers; and PDF viewers require more powerful hardware for online viewing than an Internet browser alone.

e. Material intended to be downloaded for off-line print or display is prepared in one of the following formats, listed in descending order of preference:

- (1) HTML and GIF or JPEG -- Same as materials for online viewing.
- (2) Adobe Acrobat (.PDF) -- Include link to downloadable free viewer.
- (3) Microsoft Rich Text Format (RTF) -- RTF is easily created from most word processors and is more widely usable than native word processor formats such as Microsoft Word or WordPerfect. However, its reproduction of fonts and page layout can vary depending on the user's font set.
- (4) Proprietary formats (e.g., WordPerfect, Microsoft Word, Excel, PowerPoint, and Freelance) are used if:
 - (a) Conversion to one of the above formats is not feasible;

(b) The intended audience is known to have ready access to software which can handle the proprietary format; or

(c) The intended use is data analysis or manipulation.

12. Use of photography and other graphics.

a. Photos taken by government employees in performance of official duties may be used on the MCCS Enterprise Website.

b. Photos taken by a non-government employee may be used only if the owner (e.g., the photographer) assigns copyright permission in writing.

c. Photographs, images, and/or videos of children require a written release from the parent or guardian before the image may be used.

13. Tables. Tables, like images, can be an effective way to present information. However, like images, tables can hamper access to information by visually impaired individuals or those with character-only browsers. Markup should be used when it significantly enhances the effectiveness of information presentation. It should be accompanied by an alternative presentation for those whose browsers or disabilities prevent them from using table markup. All tables added to the MCCS Enterprise Website should be made responsive for display on mobile devices.

14. Taxonomy Tagging. The consistent use of tags on a website makes items easier to find for both users and search engines, which improves the site's Search Engine Optimization score. Taxonomy Tags are the backbone of the MCCS Enterprise Website and help further "create once, publish everywhere" capabilities that move content from one section of a site to another. Tags should be added to all web pages, images, and news articles.

APPENDIX AGlossary of Acronyms and Abbreviations

API	Applications Programming Interface
CMS	Content Management System
DPIMS	Defense Privacy Information Management System
DoD	Department of Defense
DON	Department of the Navy
GA	Google Analytics
HQMC	Headquarters Marine Corps
IbC	Internet-based Capabilities
MCCS	Marine Corps Community Services
MCCSNet	MCCS Enterprise Network
MCX	Marine Corps Exchange
M&RA	Manpower and Reserve Affairs
MF	Marine and Family Programs Division
MR	Business and Support Services Division
MWR	Morale, Welfare, and Recreation
NAF	Nonappropriated Funds
NAFI	Nonappropriated Fund Instrumentality
OMB	Office of Management and Budget
PII	Personally Identifiable Information
RTF	Rich Text Format
USG	U.S. Government
USMC	United States Marine Corps
WAG	Website Advisory Group
WMCT	Web Measurement and Customization Technologies