

BDB



DEPARTMENT OF THE NAVY  
FLEET AVIATION SPECIALIZED OPERATIONAL  
TRAINING GROUP PACIFIC FLEET

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FASOTRAGRUPACINST 5720.44A

N3

DEC 29 1999

FASOTRAGRUPAC INSTRUCTION 5720.44A

Subj: FLEET AVIATION SPECIALIZED OPERATIONAL TRAINING  
GROUP, PACIFIC FLEET (FASOTRAGRUPAC) WEB SITE POLICY

Ref: (a) DOD Policy Memorandum Web Site Administration  
7 Dec 1998  
(b) SECNAVINST 5720.47

1. Purpose. To outline FASOTRAGRUPAC's policy and procedures for the administration of the command and detachments World Wide Web (www) pages. The Command Public Affairs Officer (PAO) (N9), Director of Training (N3), Officers in Charge (OICs) and site webmasters, are to be thoroughly familiar with this instruction and related directives. References (a) and (b) outline Department of Defense (DOD) and U. S. Navy policy as it pertains to Internet use and www home pages.

2. Cancellation. FASOTRAGRUPAC Instruction 5720.44 and FASOTRAGRUPAC SAN DIEGO CA 270815Z OCT 98.

3. Background. The www is an important tool for communicating with COMNAVAIRPAC customers; however, it requires close monitoring in order to achieve the safest and most effective information system. Information presented by naval commands in their home pages reflects on the Department of the Navy's professional standards and credibility. A well-formed policy ensures that high quality and current information will be provided quickly and accurately. As this new technology is expanded in use and capabilities, there are bound to be changes in policy to govern its use. The official Web information service for DOD is DefenseLink at [www.defenselink.mil/](http://www.defenselink.mil/). The Public Affairs Professional Development page at CINCPACFLT ([www.cpf.navy.mil](http://www.cpf.navy.mil)) also contains the latest web site policy. This instruction addresses several important DOD and SECNAV policies on Navy web pages.

4. Policy. Policy guidelines for DOD and Navy web sites are established in references (a) and (b). World Wide Web home

pages are only authorized to support legitimate, mission-related activities of the Navy. Links to specific vendors who are selling services and products to the government are prohibited. Any appearance that the Navy is endorsing a product or service would show favor towards a particular vendor and must therefore be avoided. This includes placing Internet Explorer®, Netscape®, or any other browser links on the Web pages. If utilizing web development software similar to Microsoft FrontPage® or Claris Home Page®, the vendor names must be removed from the source code. Any information provided through Internet services must be professionally presented, current, accurate and related to the command's mission. Web sites shall not contain classified, unclassified sensitive, privacy act information, or information that could enable the recipient to infer classified or unclassified sensitive information. Text, clip art, images, sound and video clips not directly related to the command mission will not be placed on a home page.

5. Security. Operational security is of paramount importance for the protection of personnel. Department Heads, OICs, and site webmasters must ensure that any information posted has been authorized by the Command's Webmaster (N3) via the PAO (N9). The Executive Officer has resolution authority in areas of interpretation or dispute. Release of names, phone numbers and e-mail addresses posted on-line must be carefully controlled to ensure the protection and privacy of all FASOTRAGRUPAC personnel. Only those E-mail addresses and phone numbers that are necessary for the conduct of business are to be posted on-line. All information systems with servers connected to the Internet must have the Commanding Officer's authorization to operate.

6. Command PAO (N9) Responsibility. FASOTRAGRUPAC web sites are an extension of the command's public affairs program. Material made available electronically via the Internet must be submitted through the same public affairs channels as hard copy material. This means that all release of information must be in accordance with Navy Public Affairs regulations and therefore must be cleared through the command's PAO.

7. Webmaster Responsibility. Each site will assign a webmaster in writing. A copy of the designation shall be forwarded to command Codes N3 and N9 at North Island. The site webmaster is responsible for maintaining the detachment's web page and ensuring compliance with DOD policy and Navy regulations and guidance. The content of each detachment's web page must be approved by Code N3 via N9. Each web page will have a

designated author or maintainer who will be responsible for its content and appearance. The individual's name, organization code, phone number, E-Mail address and date of last revision will be included in the source code of the page as follows:

```
<!--DOCTYPE HTML PUBLIC>

<HTML>
<HEAD>
<!--HTML Author, [name of webmaster]-->
<!--Organization: [FASOTRAGRUPAC Det _____/code]-->
<!--Phone: [(area code)commercial number]-->
<!--DSN: [self explanatory]-->
<!--e-mail: [email of webmaster]-->
<!--Last Revised: [dd/mm/yy]-->
<!--Approved by: [Command PAO(N9)/date]
                [Command Webmaster (N3)/date]-->
<!--GILS Registration Number: [ ]-->
<title>title of page</title>
</HEAD>
```

The originators of any material other than informational updates such as course updates are responsible for obtaining command approval.

8. Advertising. Advertising command emblematic items is prohibited. Sites will not advertise emblematic items for sale to the general public. Additionally, links to commercial web sites are prohibited and cannot reside on FASOTRAGRUPAC web sites. Welcome aboard pages that would include such links as the Chamber of Commerce, local Board of Realtors, School Boards, etc. should be limited to information related directly to FASOTRAGRUPAC's mission, the U. S. Navy, or quality of life information.

9. Web Page Design. Reference (b), enclosure (2) gives detailed Navy policy for the administration of publicly accessible web sites and shall be strictly adhered to in its entirety. The following additional information is provided to assist webmasters in designing their home pages.

a. Use proper image format to display on-screen images and downloadable images. For on-screen display, use a Graphic Interchange Format (GIF) image. GIFs look good on a computer screen and are low resolution which download quickly. For transmitting images for download/publication, the Joint

Photographic Experts Group (JPEG) format is preferred. Keep detachment logos simple (under 40 KB if possible).

b. Under construction notices should be used with care. If major new areas are being developed, it is more appropriate to put a notice into one section discussing future additions.

c. There should be an option to bypass graphics for text-only browsing since graphics can reduce response time.

d. Home pages should be direct, courteous and short to allow the user to quickly determine what is available. It is far better to have a simple homepage that allows for fast loading and that links to other information pages rather than to have a graphics intensive homepage that loads slowly.

e. Each page should have a link to the homepage.

f. Keep web pages as close to screen size as content will allow. Page design should be simple and uncluttered.

g. Keep in mind who the primary audience is when designing a page

h. When managing imagery on a web site, be sure to display text first so the customer doesn't have to wait for an image to download before using a hyperlink.

i. In addition to those links required by reference (b), enclosure (2), include the following hyperlinks:

CINCPACFLT ([www.cpf.navy.mil](http://www.cpf.navy.mil))

COMNAVAIRPAC ([www.cnap.navy.mil](http://www.cnap.navy.mil))

Defense Link ([www.defenselink.mil](http://www.defenselink.mil))

Local Commander's Region

Local Air Station

All FASOTRAGRUPAC sites

FASOTRAGRULANT

([www2.clf.navy.mil/commands/comm11319991361.nsf?OpenDatabase](http://www2.clf.navy.mil/commands/comm11319991361.nsf?OpenDatabase))

j. Include a welcome aboard page about sites in the local area or, if one is on the local region's or air station's web page, hyperlink to that one or use a combination.

k. On the homepage include a hyperlink to the site webmaster's E-mail address. Include site organizational code

l. Include on the homepage the date the web site was last updated.

m. Include on the homepage a prominently displayed hyperlink to a tailored privacy and security notice as outlined in reference (b).

n. Do not list any commercial software except if a service provider used by the web site requires a link as a condition of service, i.e., counter services.

o. Register the site with the Government Information Locator Service (GILS) through [www.defenselink.mil](http://www.defenselink.mil). Reference (b), page 5, paragraph 7.d.(4)(c) gives registration requirements. After registration, you will receive a GILS registration number. Place that registration number in the source code as indicated above.

  
F. M. GALLIE

Distribution:  
FASOTRAGRUPACINST 5216.2V  
List A and B