



DEPARTMENT OF THE ARMY  
UNITED STATES ARMY GARRISON BAVARIA  
UNIT 28130  
APO AE 09114-8130

IMBA-PA

June 3, 2016

MEMORANDUM FOR RECORD

SUBJECT: USAG Bavaria Public Website Policy

**1. REFERENCES.** References can be found at the USAG Bavaria Social Media Library.

- a. The United States Army Social Media Handbook, version 3.1, January 2013.
- b. Department of Defense (DoD) Instruction Number 8550.01:  
DoD Internet Services and Internet-Based Capabilities.
- c. Department of the Army Office of the Chief of Public Affairs Memorandum,  
standardizing official U.S. Army external official presences (social media),  
01 November 2010.
- d. Secretary of the Army Memorandum – Delegation of Authority – Approval of  
External Official Presences, 02 DEC 2013.
- e. CIO/G6 Memorandum, Responsible Use of Internet Based Capabilities, 2010.
- f. AR 360-1, The Army Public Affairs Program, 25 May 2011.
- g. AR 530-1, Operations Security, 19 April 2007.
- h. DA PAM 25-1-1, Chapter 3, Public Web Site Management, 25 June 2013.
- i. AR 25-1, Army Information Technology, 25 June 2013.
- j. AR 25-2, Information Assurance, 24 October 2007.

**2. PURPOSE.** The intent of this policy, in accordance to DoD webmaster policy and AR 25-1, is to provide a basic written framework so the PAO has a clear guideline for the use of the website and can also provide consistent guidance to the garrison on website procedures. To establish a policy that provides guiding principles for the effective use of a public-facing website for U.S. Army Garrison Bavaria.

**3. APPLICABILITY.** This policy is applicable to regulatory procedures for the U.S. Army Garrison official public website. The USAG Bavaria website, [www.bavaria.army.mil](http://www.bavaria.army.mil), covers all installations within the garrison, which include installations at Grafenwoehr, Vilseck, Hohenfels and Garmisch. The garrison website is used to communicate information worldwide, but is primarily intended for the U.S. military community. The website relays information to the public. It is controlled, published and monitored by the garrison Public Affairs Office. This policy letter applies to all centers, directorates and units within USAG Bavaria.

**2. PURPOSE.** The intent of this SOP, in accordance to DoD webmaster policy and AR 25-1, is to provide a basic written framework so the PAO has a clear guideline for the use of the website and can also provide consistent guidance to the garrison on website procedures.

### **3. POLICY.**

3.1. *Goal.* The aim of the USAG Bavaria website is to serve as an online brochure for garrison services and resources. Only the news section and Community Calendar will be updated daily.

3.2. *Crisis Communication.* The USAG Bavaria Facebook page and AtHoc Mass Notification Messaging will be used as the primary method of communication in the event of a crisis. A crisis is defined as a serious accident or incident is an event that could attract considerable media attention and be of significant interest to Soldiers, civilians, and family members in the European theater. This includes events involving death or serious injury, potential environmental damage or hazardous-material release (for example, oil and fuel spills), hostage situations and terrorist events, and accidents between military and civilian vehicles or involving aircraft or heavy military equipment.

3.3. *Updates* The USAG Bavaria website will be updated as needed, usually on a periodic, planned schedule for routine changes. Only the news section and Community Calendar will be updated daily. Critical updates can be performed on-demand.

3.4 *Criteria.* As a matter of principle, the official USAG Bavaria website will only house official, unclassified information intended for public release that meets minimum requirements of AR360-1, AR25-1 and all other applicable DoD and DA regulations and guidelines.

3.5 *Commercial Adverting.* In accordance with AR 360-1, advertisements for commercial sales and businesses will not be posted.

3.6 *Web Browser.* In accordance with AR 25-1, sites will not be designed for any specific web browser. Sites should also be friendly to various devices (e.g. desktop

computers, mobile devices).

*3.7 Web Content Authorship* PAO will allow Subject Matter Experts (SMEs) within garrison directorates and organizations to submit proposed content for the official USAG Bavaria website. SMEs will need to work closely with the PAO webmaster to maintain all applicable website information.

*3.8 Public Content.* PAO has sole discretion on what content submitted by garrison directorates is appropriate for the public website. Content submitted to PAO that is deemed not appropriate for the public website can be made available via non-public, FOUO or secure Knowledge Management portals (e.g., AKO, SharePoint).

#### **4. DESIGN GUIDELINES.**

*4.1. Location.* All USAG Bavaria website content will be housed on USAREUR web servers.

*4.2. Design.* The website will be designed in accordance with applicable DoD, Army and IMCOM design standards. The home page should display the Installation Management Command unit crest.

*4.3 Hyperlinks.* Hyperlinks throughout the website should be periodically checked to ensure they are functional and go to the correct locations. The appearance of hyperlinks to external sites does not constitute endorsement by U.S. Army Garrison Bavaria or the Department of the U.S. Army of the linked Web site or the information, products or services contained therein. For other than authorized activities such as military exchanges and Morale, Welfare and Recreation sites, the Department of the U.S. Army does not exercise any editorial control over the information you may find at these locations. Such links are provided consistent with the stated purpose of this DoD Web site.

*4.4. Graphics.* Raster/pixel-based images, graphics and photographs must be 72 dpi/ppi and at web-friendly sizes before being placed in a web page to reduce server bandwidth requirements and improve load times for users. Non-DoD owned or created images that have a copyright should not be posted to the website without the express, written permission of the copyright holder. Photos will not be geo-tagged or be embedded with any location identification.

#### **5. RESPONSIBILITIES.**

*5.1 Content.* Public Affairs will review, approve for public release, and publish approved content on the official garrison website. A PAO specialist designated by the garrison PA director will serve as the webmaster and will review content regularly to ensure all

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website content is in compliance with all applicable DoD, Army and IMCOM regulations, policies and guidelines related to websites and content for public release.

5.2 *Web Server.* USAREUR provides and oversees the contract for official web server access and maintenance. The website is intended to be available 24 hours per day, 7 days per week. Technical issues discovered by the garrison PAO will be addressed as soon as possible by contacting the appropriate web server IT help desk.

5.3 *Accuracy.* USAG Bavaria directorates are responsible for ensuring their respective web pages and phone numbers are up-to-date and accurate.

**6. Point of Contact.** Point of contact for this memorandum is the undersigned at [usarmy.bavaria.imcom-europe.mbx.pao@mail.mil](mailto:usarmy.bavaria.imcom-europe.mbx.pao@mail.mil).

A handwritten signature in dark ink, appearing to read 'N. Van Schaik', with a stylized, overlapping structure.

NATHAN T. VAN SCHAIK  
U.S. ARMY GARRISON BAVARIA  
Public Affairs Officer