



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
HEADQUARTERS UNITED STATES ARMY MANEUVER CENTER OF EXCELLENCE
1 KARKER STREET
FORT BENNING GEORGIA 31905-5000

Policy Memorandum 360-1-7

ATZB-PO

24 JAN 2019

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Maneuver Center of Excellence and Fort Benning Internet Website Management

1. REFERENCES:

- a. DoD Instruction 8170.01 (Online Information Management and Electronic Messaging, December 31, 2018).
- b. DoD Directive 5230.9 (Clearance of DoD Information for Public Release), August 22, 2008, Incorporating Change 2, April 14, 2017.
- c. DoD Directive 5400.11 (DoD Privacy Program), October 29, 2014.
- d. DoD Regulation 5400.11-R, DoD Privacy Program, 14 May 07.
- e. DoD Directive 5205.02E (DoD Operations Security (OPSEC) Program), June 20, 2012, Incorporating Change 1, May 11, 2018.
- f. Memorandum, SECDEF (A&M), 9 November 2001, subject: Withholding of Personally Identifying Information Under the Freedom of Information Act.
- g. Memorandum, Assistant SECDEF (C31), 28 December 2001, subject: Removal of Personally Identifying Information for DoD Personnel from Unclassified Websites.
- h. AR 25-1 (Information Management Army Information Technology), 25 June 2013.
- i. AR 360-1 (The Army Public Affairs Program), 25 May 2011.
- j. AR 380-5 (Department of the Army Information Security Program), 29 September 2000.
- k. AR 530-1 (Operations Security (OPSEC)), 26 September 2014.
- l. TRADOC Reg 25-1 (Information Resources Management), 16 September 2006, Change 1, 16 April 2008.

ATZB-PO

SUBJECT: Maneuver Center of Excellence and Fort Benning Internet Website Management

2. PURPOSE: To establish a policy for the use of the Maneuver Center of Excellence (MCoE) and Fort Benning internet websites.

3. POLICY: This policy applies to all military units and civilian activities that use MCoE and Fort Benning servers for Internet Websites using a .mil address:

a. Internet sites form a vital link to the public and serve strategic communication objectives. Units and directorates are encouraged to use the Internet when appropriate. Only .mil approved Internet Websites will be used for Fort Benning units or training courses. Fort Benning personnel may not release official information for posting on unofficial websites. If webmasters of such sites (typically, .com or .org sites) want official information, they should be referred to the Fort Benning Public Affairs Office (PAO).

b. Fort Benning websites, including the Fort Benning homepage, MCoE web pages, and web pages for major subordinate organizations, must be maintained in a comprehensive, consistent and coherent manner. I have charged the MCoE Chief of PAO with the responsibility to ensure we achieve this goal.

c. I appoint the MCoE Chief of PAO as the Web Content Executor, responsible for the overall status of Fort Benning Web Content. A Web Content Manager will be appointed by the Chief of PAO and will be responsible for the day-to-day coordination of Fort Benning corporate content and strategic messages, as well as coordination with the MCoE Webmaster on conformance with website policies.

d. Only information of value to the general public and which does not require additional protection should be posted to publicly accessible sites on the World Wide Web. Information requiring additional protection, such as For Official Use Only information, information not specifically cleared and approved for public release, or information of questionable value to the general public and for which worldwide dissemination poses an unacceptable risk to the DoD, including military personnel and civilian employees, should be placed on websites with security and access controls.

e. To remain relevant and useful, MCoE and Fort Benning websites must be open to the public, must be user-friendly and updated regularly with quarterly reviews conducted to ensure accuracy of information. The MCoE Chief of PAO will chair the Fort Benning Web Content Working Group (WCWG) comprised of unit and directorate content providers. Content providers will be thoroughly familiar with their organization's emerging topics, issues and positions; will complete mandatory online OPSEC training; will be empowered to speak for

ATZB-PO

SUBJECT: Maneuver Center of Excellence and Fort Benning Internet Website Management

their organizations; and will assist in the development of content for the Fort Benning public website. Although only one content provider will coordinate with PAO, units and directorates are encouraged to have an alternate for continuity.

f. Training brigades who have unique strategic communication objectives and challenges, especially must participate in the WCWG. Units responsible for training Soldiers and officers making initial entry to the U.S. Army must make every effort to keep Family members informed. In addition to Family outreach, training brigades' Internet Websites play a key role in informing the general public about what initial entry and advanced training in the U.S. Army entails; this information is vital to encourage recruiting and to provide confidence in the public that their Army is being trained to protect them. Participation in the WCWG will help ensure these important responsibilities are met.

g. No person's likeness or name will be posted to an Internet Website without OPSEC assessment and PAO release, even if that individual's prior consent to release is obtained.

h. The Internet Website must adhere to the policy contained in AR 25-1, Chapter 5 Paragraphs 5-7, and further, commanders will conduct annual OPSEC reviews of all organizational websites and include these results in their annual OPSEC reports pursuant to AR 530-1.

i. No information concerning future assignments or future deployments and redeployments will be posted to the Internet Website. No detailed information concerning past OIF/OEF deployments will be posted without review by G-3 OPSEC Officer. Combat tactics, techniques or procedures will not be posted to Internet Websites.

4. RESPONSIBILITIES:

a. Unit commanders/directors with Internet websites will appoint an individual designated as the unit/directorate content provider responsible for ensuring the information on the organization's website is correct and updated.

b. The Content Provider will:

(1) Complete mandatory Web content and OPSEC training. To receive the training, content providers must register and log-in via <https://iatraining.us.army.mil>. As a content provider, you should complete the OPSEC for EOP Operators course. The approximate time for completion of the training is one hour. All modules must be completed to receive a certificate. Certificates are issued by the system for passing the final test. This certificate

ATZB-PO

SUBJECT: Maneuver Center of Excellence and Fort Benning Internet Website Management

must be presented to leadership upon completion of training. Individuals must provide proof of completed training via e-mail to the Web Content Manager at usarmy.benning.imcom.mbx.web@mail.mil. Certificates dated from 1 Jan 15 to the present may be used as proof of training.

(2) Be versed on units' strategic communication objectives, and command strategic communication objectives.

(3) Effective 8 June 15, e-mail all Internet Website updates and requests to the MCoE Webmaster, usarmy.benning.imcom.mbx.web@mail.mil.

(4) As a member of the Web Content Working Group, perform and submit a record of biannual OPSEC reviews to the Web Content Manager via usarmy.benning.imcom.mbx.web@mail.mil to ensure Internet Websites are IAW this memorandum and that organization Internet websites are being maintained with timely and accurate information. Step by step directions completing the quarterly review are located on the review sheet. The content provider will attend the quarterly WCWG meeting coordinated by the Web Content Manager beginning April 2017.

(5) Ensure that an OPSEC assessment IAW the OPSEC methodology of AR 530-1, that PAO release is obtained IAW AR 25-1, and the proper consent forms are on file for unit members whose images/identities or personal information is to be posted on the website.

c. The MCoE Chief of PAO has the mission of developing, designing and programming Fort Benning Websites.

(1) The MCoE Chief of PAO, acting for the Commander, is the final approval authority for all information released to the public, to include postings to Internet Websites.

(2) The Web Content Manager has the mission to ensure OPSEC is considered in the preparation of all Internet Websites.

d. When necessary, the G-3 performs OPSEC reviews IAW AR 530-1.

e. The G-6 has the mission to ensure that .mil Internet Websites conform to information assurance guidelines.

5. PROCEDURES:

a. Commanders/directors with Internet Websites will appoint an individual designated as the unit/directorate content provider responsible for ensuring the

ATZB-PO

SUBJECT: Maneuver Center of Excellence and Fort Benning Internet Website Management

information on the organization's website is correct and updated. Unit commanders/directors will e-mail their content providers contact information (e-mail address and duty phone) to usarmy.benning.imcom.mbx.web@mail.mil

b. Effective 08 June 15, a single content provider for each unit/directorate including sub-organizations, will e-mail all website updates and requests to the MCoE Webmaster, usarmy.benning.imcom.mbx.web@mail.mil

c. The Web Content Manager will also monitor the usarmy.benning.imcom.mbx.web@mail.mil e-mail account and review all requests from unit/directorate content providers. Information will be posted to websites within three days of receipt unless the requests warrant further review or require more time for development. The Web Content Manager, when necessary, will coordinate with G-2, G-3 OPSEC Officer, G-6, Privacy Act Officer, SJA, or other staff element for advice concerning any posting.

d. Quarterly Reviews:


(1) Each quarter, content providers will attend the monthly WCWG meeting coordinated by the Web Content Manager beginning June 2015.

(2) Following the monthly WCWG meeting, content providers will use the OPSEC checklist (Enclosure 1) to review their sites. Directions for completing the review are located on review checklist.

6. SUPERSESSION: This policy memorandum supersedes Policy Memorandum 360-1-15, 17 March 2017, same subject.

7. PROPONENT: The Chief of Public Affairs at 706-545-9229.

FOR THE COMMANDER:



DOUGLAS G. VINCENT
COL, IN
Chief of Staff

DISTRIBUTION:

ADMIN-L, MCoE BN CDR, MCoE CSM/SGM, and MCoE DCO Lists