

Best Practices

Army MWR Websites

Aug 2006 Snapshot

- There is a broad variety of look and feel amongst Army MWR installation websites both Conus and Oconus.
- Many embrace the brand visual guidelines
- Several adhere to the DoD and Army requirements
- Some fall short of the essentials

Best Practices

- Stick with the essentials
- Stick with the brand
- Stick with what is appropriate
- Stick with what is secure
- Stick with what is private

Essentials

- Consistent look/feel/navigation
- Army MWR Brand Visual and Voice Guidelines
- Follow OPSEC plan
- Include your mission
- Privacy and Security Notice
- Link to your installation, AAFES, ArmyMWR.com
- Disclaimer on Ads
- Section 508

Section 508

- arrange content in logical and clear order
- provide mouse over tags on all graphic images explaining their use
- provide alternate text to explain non-textual information, such as images, animations, audio, and video
- provide textual summaries of graphs and charts
- provide explanations of information conveyed with color
- provide substitute content for flash, applets and plug-ins
- prefer client side image maps, to server side image maps

Security Alert

- DEPSECDEF – effective immediately: “place no information on publicly available websites unless it has been reviewed for security concerns”
 - FOUO
 - FOIA
 - OPSEC
- Concerns: technical info, op plans, troop rotation sched., position & movement of equipment, desc. of overseas bases, disc. of weapons, discussion of areas frequented by personnel
- Personal BLOGS cannot be created/maintained on duty hours, and can not contain information not available to the general public
- Establishment of “chat room” style sites or collaboration sites are heavily restricted.
- Unauthorized disclosure of govt. info may be subject to criminal and/or administrative action
- Webmasters must receive OPSEC training

References

- Use http://www.armymwr.org/home/Show_file.asp?fileID=943 for the MWR Webmaster tools, requirements, policies and guidelines.
- Contact Rob Dozier, U.S. Army Community and Family Support Center, Webmaster ArmyMWR.com for questions.