

## **10 FAM 330**

# **IIP WEB SITES AND INTERNET SERVICES**

*(CT:PEC-011; 02-03-2006)*  
*(Office of Origin: IIP)*

## **10 FAM 331 INTERNET SERVICES - USINFO.STATE.GOV**

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- a. The Office of Electronic Media (IIP/T/EM) administers those Department's Internet programs that are directed exclusively at overseas (international) audiences (see 1 FAM 354.2). The policies of 5 FAM 770 on Federal Websites apply to this section, unless stated otherwise. In this capacity, IIP/T/EM employs a staff of Internet services officers, electronic media producers, web editors and designers. They provide a range of products and support for those Washington, DC headquarters and offices abroad that are directly responsible for the daily management of specific web pages or embassy home pages.
- b. IIP/T/EM's chief Internet responsibilities are to:
  - (1) Maintain compliance with all laws, regulations, Executive Orders, policies, directives, and OMB regulations regarding Federal agency public web sites, as described on the OMB Web site in the "OMB Policies for Federal Public Websites" including the December 17, 2004 Memorandum "Policies for Federal Agency Public Websites."
    - (a) These regulations do not contradict any provision of the law mandating that IIP products be designed exclusively for overseas audiences (see 1 FAM 351.4 U.S. Information and Educational Exchange Act of 1948 (Public Law 80-402)), as amended, 22 U.S.C. 1431 et seq. ("Smith-Mundt Act"); and Section 208 of Public Law 99-93 (Foreign Relations Authorization Act, FY 86-87 – Zorinski Amendment).
    - (b) Regulations regarding access, usability, quality control, and privacy are relevant regardless of the target audience (see also 5 FAM 776.3 c).
  - (2) Administer the State Department's International Information

Programs' USINFO web site, which carries web pages spanning the range of public diplomacy issues.

- (a) The USINFO web site provides foreign readers authoritative, timely, thorough, and balanced information about the United States, U.S. government policies and American society.
  - (b) Individual issue or topical pages are the direct responsibility of appropriate policy and program offices of the bureau. IIP/T/EM provides editorial oversight, standards, guidelines, rules, marketing suggestions, and operating procedures for managing web sites carried on the USINFO web site, including all language versions.
- (3) Provide technical support and assistance for the wide variety of products and services now carried on the International Information Programs web site, including:
- Management of contracts with the Internet service provider
  - Specialized programming needs
  - Electronic archiving of policy materials
  - Making available usage data
  - Other requirements for organizing and delivering policy information
- (4) Create, edit, design, and maintain web pages in a variety of formats.
- (a) This serves to address key foreign policy issues, support international conferences and summits, or respond to changing events or initiatives.
  - (b) IIP/T/EM works in cooperation with the bureau or Department policy or program office charged with chief responsibility for content of such web pages.
- (5) To explore new Internet and other electronic technologies, and develop standards and guidelines for electronic creation and dissemination of official policy information to international audiences and the U.S. government foreign affairs community in the most efficient manner possible.

## **10 FAM 332 INTERNET SERVICES - EMBASSY WEB SITES**

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- a. The Office of Electronic Media (IIP/T/EM) (see 1 FAM 354.7) administers the Department's Internet Content Management System (CMS) program.
  - (1) The CMS program provides an integrated web publishing platform (hosting, search, web analysis, etc.) for embassy (Internet) web sites that maximizes centralized technology resources and provides a secure and universally accessible means to update mission web sites.
  - (2) Missions abroad retain primary responsibility for the content and editorial operation of their web sites (see also 5 FAM 722.4).
  - (3) IIP/T/EM employs a staff of Internet services officers and technology experts to provide a range of products and support for those posts abroad that are directly responsible for the daily management of embassy home pages.
- b. IIP/T/EM's chief Internet responsibilities are to:
  - (1) Support U.S. mission public web sites abroad, providing technical support, oversight, hosting services, standards, and guidelines for organization and operating procedures.
  - (2) Maintain compliance with all laws, regulations, Executive Orders, policies, directives and OMB regulations regarding federal agency public web sites, as described in 10 FAM 331 a.
  - (3) To provide guidance on editorial standards, web design standards, guidelines, rules, marketing suggestions, and operating procedures for managing post web sites, including all language versions.
  - (4) To provide technical support and assistance for the wide variety of products and services, including management of contracts with the Internet service provider, specialized programming needs, electronic archiving of policy materials, making available usage data, and other requirements for organizing and delivering policy information.
  - (5) To explore new Internet and other electronic technologies, and develop standards and guidelines for electronic creation and dissemination of official policy information to international

audiences and the U.S. government foreign affairs community in the most efficient manner possible.

**NOTE:** If a mission is using the CMS, IIP/T/EM can provide emergency assistance to post if requested. In an emergency situation during which post is unable to access the web, post can contact IIP directly or through the Department's operations center (or task force, if appropriate) and request assistance from customer support to post the latest information, public announcements, and warden notices. IIP/T/EM works in cooperation with a Department policy or program office charged with the chief responsibility for the content of such web pages.

## **10 FAM 333 PUBLIC DIPLOMACY LISTSERV**

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- a. The Office of Network User Support (IIP-ECA/IT/NUS) administers the Public Diplomacy listserv program to support a variety of programs and administrative functions throughout the world (see 1 FAM 355.2).
- b. Electronic mailing lists are an extraordinarily flexible and cost-effective way of delivering precise, targeted policy information to key audiences and opinion leaders throughout the world. They are frequently the medium of choice for communicating regularly with staffs abroad on specific or specialized subjects.
- c. The mailing list distribution may be among a restricted audience or open to the public. Some of the lists are interactive discussions among all the members of the list (such as those conducted by the Information Resource Officers). Most, however, are broadcast or "announce-only" lists that supply texts, statements, policy documents, or other messages to subscribers.
- d. IIP-ECA/IT/NUS administers the overall list-publishing program, including management of the contract with the Internet service provider.
- e. As is the case with topical or issue-oriented web pages, the appropriate policy or program office is responsible for the content of the mailing list.

## **10 FAM 334 THROUGH 339 UNASSIGNED**