DEPARTMENT OF THE NAVY
COMMANDER, NAVY INSTALLATIONS COMMAND
716 SICARD STREET, SE, SUITE 1000
WASHINGTON NAVY YARD, DC 20374-5140

CNICINST 5000.4
N00P
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CNIC INSTRUCTION 5000.4

From: Commander, Navy Installations Command

Subj: COMMANDER, NAVY INSTALLATIONS COMMAND PUBLIC WEBSITE
       POLICY

Ref: (a) SECNAVINST 5720.47B

Encl: (1) CNIC Public Website Account Guidelines
       (2) Sample CNIC Contributor Authorization Form

1. <u>Purpose</u>

    a. To establish guidance on maintaining consistency,
functionality, uniformity, and professional standards for
managing public website content across the Commander, Navy
Installations Command (CNIC) enterprise.

    b. To provide additional procedures governing the CNIC
public website in order to decrease violations and
vulnerabilities to Information Assurance and security and to
ensure compliance with Federal, Department of Defense (DoD), and
Department of Navy (DON) policies.

2. <u>Background</u>. The World Wide Web provides CNIC with a
significant forward presence to our global audience making our
websites an integral contact point for service members, their
families and our external audiences. It is essential that
professional appearance and standards be reflected in this
medium. Uniformity and standardization will play an important
role in enabling faster and easier access to CNIC information.

3. <u>Policy</u>. Reference (a) provides policy for all unclassified
U.S. Navy public websites. This instruction outlines
responsibility for CNIC public website and content management.
Enclosure (1) outlines CNIC Public Website Account Guidelines.

4. Responsibilities

    a. CNIC Headquarters (HQ) Chief Information Officer (N6) is responsible for:

        (1) Ensuring the CNIC Public Website adheres to all Federal, DoD, DON and CNIC information technology policies including personnel privacy, legal, and information assurance related requirements.

        (2) Ensuring the CNIC Public Website is protected from unauthorized access.

        (3) Providing appropriate hosting and system administration of the CNIC Public Website.

        (4) Providing technical and functional support for both content contributors and customers.

        (5) Obtaining Functional Area Manager (FAM) and NMCI approval of software used for managing the CNIC Public Website.

        (6) Registering the CNIC Public website system within Department of Navy Application and Database Management System/Department of Defense Information Technology Portfolio Registry-Department of Navy (DADMS/DITPR-DON) as appropriate.

        (7) Developing and implementing web content review and approval workflows in coordination with the Public Affairs Officer (PAO).

    b. HQ/Region/Installation N-Codes/Special Assistants (SAs)/Departments are responsible for:

        (1) Designating a Web Content Manager (WCM) to manage department site content.

        (2) Ensuring all content posted to their specific program or N-Code/SA public web pages is accurate, timely and consistent with the mission and vision of the CNIC enterprise.

    c. HQ/Region/Installation PAOs are responsible for:

(1) Monitoring all content on the command's public website and ensuring compliance with all Federal, DoD, DON and CNIC information policies as well as oversight of the information released to the public through the CNIC website.

(2) Granting approval authority to N-Code/SA to designate a WCM for web pages under their program if deemed necessary by N-Code/SA and PAO.

(3) Serving as the subject matter expert in all matters concerning public website content guidelines and procedures.

(4) Managing all content on public website on a regular basis including the command home page, biographies, mission and vision, history, organization chart and news section.

d. Region Commanders (REGCOMs) and Installation Commanding Officers (COs) are responsible for ensuring all content on the public website within their area of responsibility is accurate, timely and consistent with the mission and vision of the CNIC enterprise.

e. WCMs are responsible for:

(1) Creating and modifying timely and accurate content on the CNIC public web pages that belong to their specific program or N-Code/SA.

(2) Coordinating with PAO and N6 to ensure compliance with all Federal, DoD, DON and CNIC information policies as well as oversight of the information released to the public through the CNIC public website.

(3) Maintaining a consistent and uniform appearance on their web pages that is in line with that of the CNIC enterprise.

5. Action

a. HQ/Region/Installation N-Codes/SAs/Departments shall work with PAO to ensure all content on their portion of the public website is current and in line with the CNIC enterprise.

b. HQ/Region/Installation PAOs shall:

(1) Maintain responsibility for the content appearing on the CNIC public website.

(2) Monitor the public website regularly and administer a quarterly review of all public website content.

(3) Maintain a list of all WCMs.

c. REGCOMs and Installation COs shall delegate responsibility of public website content to PAOs.

d. WCMs shall:

(1) Serve as the principal point of contact on all matters pertaining to administration of the CNIC publicly accessible web pages falling under their program or N-Code/SA/Department.

(2) Request a contributor account as outlined in enclosure (1) using the CNIC Contributor Authorization Form shown in enclosure (2).

W. D. FRENCH
Vice Admiral, U.S. Navy

Distribution:
Electronic only, via CNIC Gateway 2.0
https://g2.cnic.navy.mil/CNICHQ/Pages/Default.aspx

CNIC PUBLIC WEBSITE ACCOUNT GUIDELINES

1. <u>Introduction</u>. This document contains policies and procedures for the creation and maintenance of Web Content Manager (WCM) accounts for the Commander, Navy Installations Command (CNIC) public website. This guidance shall be followed by all organizations within CNIC with respect to establishing, operating and maintaining subject accounts.

2. <u>Responsibilities</u>

     a. WCMs are responsible for creating and modifying content on the CNIC public website.

     b. Reviewers are responsible for checking the accuracy of content on the CNIC public website. Usually, the command Public Affairs Officer (PAO) or a WCM is the reviewer of content.

     c. Approvers are responsible for verifying the content to be posted is releasable to the general public and that the content on the public website is in compliance with all applicable Federal, Department of Defense (DoD), Department of Navy (DON) and CNIC directives. Posting information on a public website constitutes public release of information. In accordance with reference (a), approvers are the command PAO or their designated representative. The individual may be a military or civilian employee. Contractors may not approve information to be released to the public.
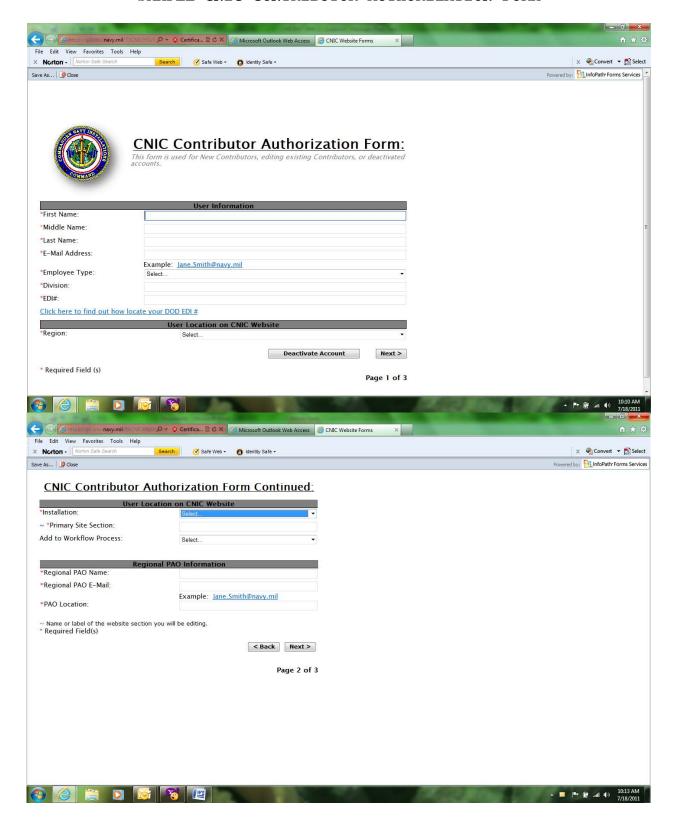
3. <u>Policies and Procedures</u>

     a. <u>Requests for New Accounts</u>

          (1) Requests for accounts for all WCMs, reviewers and approvers shall be made utilizing the CNIC Contributor Authorization form located on the CNIC Gateway 2.0 Portal at https://g2.cnic.navy.mil/TSCNICHQ/N6/N62/WC/default.aspx. An example of the form is provided in enclosure (2).

          (2) Once submitted, the form will be routed to the command PAO. The PAO will ensure N-Code/Special Assistant (SA) approval of any request for WCM, reviewer or approver accounts. Once approved, PAO forwards the form to the CNIC Support Center for creation of account.

(3) Once the account has been created, the CNIC Support Center will notify the individual of their account name and temporary password.

b. <u>Deactivation of Accounts</u>. The individual or command PAO can request deactivation using the Contributor Account form. The command PAO is responsible for ensuring accounts are deactivated when access is no longer required for an individual.

SAMPLE CNIC CONTRIBUTOR AUTHORIZATION FORM

Please review the information below to ensure it is accurate. After reviewing click **once** on the **Submit** button to complete the form and to ensure all inputs / modifications are emailed to the Regional PAO for approval.

CNIC Contributor Authorization Form:

User Information	
First Name:	Renee
Middle Name:	Lorrie
Last Name:	Dotseth
E-Mail Address:	renee.dotseth@kpci.net
Employee Type:	Contractor
Division:	N6
EID#:	1111111111

User Location on CNIC Website	
Region:	CNIC HQ
Installation:	CNIC HQ
Primary Site Section:	hq
Add to Workflow Process:	No

Regional PAO Information	
Regional PAO Name:	bob smith
Regional PAO E-Mail:	bob.smith@yahoo.com
PAO Location:	HQ

< Back   Submit