

DEPARTMENT OF THE NAVY

CHIEF INFORMATION OFFICER 1000 NAVY PENTAGON WASHINGTON DC 20350-1000

20 October 2008

MEMORANDUM FOR DISTRIBUTION

Subj: WEB 2.0 - UTILIZING NEW WEB TOOLS

Encl: (1) Example Web 2.0 Tools and Uses

The purpose of this memorandum is to provide initial guidance for all Navy and Marine Corps commands regarding the use of emerging web tools to facilitate collaboration and information sharing in the Department of the Navy (DON). These tools, described in enclosure (1), include wikis, blogs, mash ups, web feeds (such as, Really Simple Syndication and Rich Site Summary (RSS) feeds), and forums, which are often referred to as components of "Web 2.0" and can significantly enhance mission effectiveness through collaboration.

The Department endorses the secure use of Web 2.0 tools to enhance communication, collaboration, and information exchange; streamline processes; and foster productivity improvements. Use of these tools supports Department of Defense (DoD) and DON goals of achieving an interoperable, net-centric environment by improving the warfighter's effectiveness through seamless access to critical information. Web 2.0 tools are useful in a global enterprise, such as the DON, as they enable widely dispersed commands and personnel to more effectively collaborate and share information. The gains in productivity, efficiency, and innovation can be significant. Commands are encouraged to use Web 2.0 tools, consistent with applicable laws, regulations, and policies. Policy regarding the use of Web 2.0 components on public facing websites is promulgated by the Chief of Information and can be found in Secretary of the Navy Instruction (SECNAVINST) 5720.47.

While these collaborative tools present many useful opportunities, their application must not compromise data confidentiality and integrity. SIPRNET provides a secure environment to operate Web 2.0 tools; however, NIPRNET is exposed to external threats that could adversely impact Web 2.0 tool operation and data integrity. Therefore, extra care must be taken when implementing Web 2.0 technologies or integrating these tools into the DON environment. Commands must adhere to existing information assurance (IA) and privacy policy, guidance, and best practices. To assist in identifying risks associated with implementation and providing advice on secure implementation, please contact, the appropriate IA Manager and Privacy Act Official. In addition, DON personnel must contact their appropriate Designated Accrediting Authority (DAA) for a final risk acceptance decision, prior to production implementation.

Commands are reminded that web-based collaboration is intended for information sharing within the DON and that content not approved for public release must be conducted on sites that are restricted to users with DoD Public Key Infrastructure (PKI) certificates and approved external PKI certificates, as appropriate, to support authentication procedures. Web 2.0 solutions and sites must be authorized, monitored/moderated, and data must be appropriately classified/tagged for privacy and confidentiality, including Controlled Unclassified Information (CUI) and national security classification. As the content owners, commands are responsible for

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monitoring and maintaining web content. Users are responsible for posting and using content in accordance with applicable ethics, IA, and privacy laws, regulations, and policies. Information intended for public release will be approved first by the Command's release authority, usually the Public Affairs Officer.

Web 2.0 tools can significantly improve warfighter communication and effectiveness through a suite of web-based tools that are robust and resistant to compromise. Additional policy and guidance regarding Web 2.0 emerging technologies is forthcoming. The DON Chief Information Officer (CIO) point of contact for Web 2.0 is Mr. Brian Burns, Deputy CIO for Emerging Technology who can be reached at Brian.P.Burns@Navy.mil or 703-602-6545.

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Example Web 2.0 Tools and Uses

Note: DON CIO does not endorse the use or imply preference for any vendor commercial products or services.

Technology	Definition	Example	Common Use
Web 2.0 Technologies	Web 2.0 – While many definitions of Web 2.0 exist, it is consistently characterized as the collection of Web tools that facilitate collaboration and information sharing. Although open access is considered a hallmark of Web 2.0, within the context of the DON mission, these tools must be utilized in a restricted environment.		Remote Access (Telework, Pandemic, Active Duty Station)
Blog	Blog - provides the ability to disseminate a message or information to a worldwide audience (or a command)	STRATCOM SKYWEB OGC Online	 Customer Relationship Management Process Improvement Organizational Assessment Information Sharing
Cloud Computing	Cloud Computing -Uses Internet hosted applications rather than locally installed applications	Google Docs (vendor)	Unlimited common uses
Mash Up	Mash Up - Web application that combines data and/or functionality from multiple sources, such as geographical map data with other lexical data and images	 DHS Virtual Alabama Business.gov Google Earth (vendor) Google Maps (vendor) WikiCrimes (vendor) 	Collaborative AnalysisGeographical dataTrend Analysis
Podcast	Podcast – Digital media files distributed over the Internet using syndication feeds for playback on portable media players and computers. (source: http://en.wikipedia.org/wiki/Podcast)	CNO Podcast Navy/Marine Corps Video News All Hands Radio News Navy Vidbits	 News and Current Events Broadcasts Training Information Sharing
RSS Feed	RSS Feed - Really Simple Syndication and Rich Site Summary publish frequently updated (syndicated) works to multiple venues	 All Hands Television Every Day in the Navy Headline News Images of the Day Top Stories Navy Times Marine Corps Times 	 News and Current Events Alerts Subscription Topics
Social Networking	Social Networking - Tool used to connect people who share the same professional interests and activities through the use of web-based services	Defense Knowledge Online (DKO) Defense Connect Online (DCO or Button 2) E-Collaboration Center (eCollabCenter or Button 1) Navy Knowledge Online (NKO) OGC Online Max.OMB.Gov	 Knowledge Management Subject Matter Expertise File Sharing Training References Data Sharing

		 Adobe ConnectNow (vendor) Facebook (vendor) Flickr vender) MySpace (vendor) Twitter(vendor) YouTube (vendor) 	
Wiki	Wiki - Web application for collaborative development of documents such as policies and presentations	 Intellipedia Wikipedia (vendor) Adobe Buzzword (vendor) 	Document Management (and Development) File Sharing Records Management Correspondence Tracking Workflow Knowledge Management On-Line Forms Organizational Charts Training