



DEPARTMENT OF THE NAVY

COMMANDING OFFICER  
NAVAL STATION  
850 TICONDEROGA ST STE 100  
PEARL HARBOR HI 96860-5102

NAVSTAPEARLINST 5720.5

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APR 03 2000

NAVSTA PEARL INSTRUCTION 5720.5

Subj: NAVAL STATION PEARL HARBOR POLICY FOR CONTENT OF PUBLICLY ACCESSIBLE WORLD WIDE WEB SITES

Ref: (a) SECNAVINST 5720.47  
(b) OPNAVINST 5510.36  
(c) SECNAVINST 5239.3  
(d) SECNAVINST 5211.5D  
(e) SECNAVINST 5720.42F

Encl: (1) Web Site Administration Definitions  
(2) Web Site Policy and Procedures

1. Purpose. To implement references (a) through (e) within Naval Station Pearl Harbor and provide additional policies and procedures governing the content of Department of the Navy (DON) publicly accessible World Wide Web (WWW) sites at Naval Station Pearl Harbor.

2. Cancellation. This is a new instruction in its entirety.

3. Scope. This instruction is applicable throughout the Naval Station.

4. Background

a. The DON has established policy and assigned responsibilities related to establishing, operating and maintaining unclassified military sites on WWW. The WWW is an extremely powerful public information tool, and its use, within the guidelines of reference (a), is encouraged. This instruction assigns responsibilities and prescribes policies implementing reference (a) at Naval Station Pearl Harbor, to ensure appropriate use of the WWW to provide public information to a global audience.

b. The appearance, accuracy, currency, and relevance of the information presented by this command on its web sites reflect on our professional standards and credibility. Additionally, information residing on a Web server associated with a domain is interpreted by the worldwide public, including the American



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NAVSTAPEARLINST 5720.4  
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NAVSTA PEARL INSTRUCTION 5720.4

Subj: PROCEDURES FOR RELEASE OF INFORMATION UNDER THE FREEDOM OF INFORMATION ACT (5 USC 552 AND 552A)

Ref: (a) 5 USC 552, 552a  
(b) DODINST 5400.7  
(c) SECNAVINST 5720.42E  
(d) SECNAVINST 5720.44A (Public Affairs Regulation)

1. Purpose. To set forth procedures for the release of documents and records within the possession and control of the Commanding Officer, Naval Station, Pearl Harbor, Hawaii.

2. Cancellation. NAVSTAPEARLINST 5720.2.

3. Background. Reference (a) is the Freedom of Information Act (FOIA). References (b) and (c) promulgate the provisions of this act within the military and the Naval Service in particular.

4. Action

a. All Freedom of Information Act requests for documents and/or information from any individual or organization that is not within the Department of the Navy and acting in an official capacity shall be forwarded to the Naval Station, Pearl Harbor, Staff Judge Advocate. This includes requests to interview military witnesses or civilian employees of the United States, where their statement or testimony concerns a matter of direct interest to the United States or a matter in which the United States is, or may be, a party.

b. The Staff Judge Advocate shall advise the Commanding Officer in all matters relative to the release of information and records at this command. In appropriate cases, the Staff Judge Advocate shall take the necessary steps to refer certain requests to higher authority for a decision as to their release.

c. Replies to requests for information shall only be made by the Staff Judge Advocate unless directed otherwise within ten working days of their receipt.

d. The foregoing shall not be construed to preclude the release of information, per reference (d), by the Public Affairs Officer at this command.

  
K. M. KENNEDY

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Distribution:

NAVSTAPEARLINST 5605.2D

List I

List II

List V

International Association of firefighters, Local F-263

Hawaii Teamsters and Allied Workers Local 996

International Organization of Masters, Mates and Pilots, AFL-CIO

Service Employees International Union Local 556 (NAF)

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taxpayer and media, as reflecting official DON and Naval Station policies or positions.

5. Definitions. Terms used in this instruction are defined in enclosure (1).

6. Policy. Detailed policy on administration of publicly accessible WWW sites is provided in enclosure (2).

7. Action

a. The Commanding Officer shall:

(1) Establish a web site review board. Board should consist of, as a minimum, the COMNAVREG Hawaii Public Affairs Officer, the Webmaster, the Executive Officer, and the Commanding Officer.

(2) Designate in writing a primary Web site manager, known as the Webmaster.

b. The Webmaster shall:

(1) Serve as principal point of contact on all technical matters pertaining to administration of the publicly accessible Web site.

(2) Oversee the command's web site and ensure compliance with current directives. Oversight includes monitoring the site as often as possible to ensure no unauthorized changes have occurred.

(3) Register the site with the Government Information Locator Service (GILS). GILS identifies public information resources throughout the U.S. Federal Government. Registration is accomplished through the appropriate GILS Web site.

(4) Provide training for activity/command personnel on the provisions of reference (a) and this instruction.

c. The Department Heads shall:

(1) Appoint a person to serve, if applicable, as the department's web page point of contact.

(2) Ensure that the point of contact receives training on software used to create web pages.

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d. The departmental point of contact shall be responsible for initiating all required updates to the assigned department's home page.

  
H. J. SANFORD

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NAVSTAPEARLINST 5605.2F  
List I, Case 1



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**WEB SITE ADMINISTRATION**  
**DEFINITIONS**

1. World Wide Web (WWW). A part of the internet displaying text and pictures through the use of computer software called a browser. The WWW originated at the European Laboratory for Particle Physics (CERN) in Geneva, Switzerland.
  
2. Internet. A network of networks, a world-wide public network that links many smaller networks. No one owns the internet. It is funded and managed locally within different countries. Having access to the internet means being able to send and receive e-mail, partake in interactive conferences, access information resources and network news, and transfer files.
  
3. Web Site. A web site can be thought of as being similar to a "Welcome Aboard" brochure. It describes the organization and its services, and may be a single page or a collection of related and linked pages. Information represented on DON pages is considered to be official.
  
4. Webmaster. The person who maintains a web page, web site, and/or the server upon which the web site resides.
  
5. Domain. A part of the Domain Name System. The domain to the farthest right is called the top-level domain. The top level domain in "www.navy.mil" is ".mil" which stands for military. The domain name for the U.S. Navy is "navy.mil" and the domain name for the U.S. Marine Corps is "usmc.mil". Other top-level domains include ".edu", ".gov", and ".com".
  
6. ".HTM", ".HTML". The extension for web documents written in Hypertext Markup Language (HTML) which is the format (code) in which web pages are written. The extension "signals" the browser (reading software) what type of file to decode and display.
  
7. Web Page. An HTML document which is usually served by a web server. Although a web page usually contains links to other pages, only the information currently being accessed (i.e. viewed) by a web browser is a part of the current logical page. The logical page is the building block of a WWW document and is composed of text and possibly graphics and multimedia. The term logical is used because unlike a physical piece of paper, a web page can be as long as needed (from less than one physical

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page to many physical pages in length). When scrolling down a web page with a browser, the end of the current page is reached when the scroll bar reaches the bottom.

8. Home Page. The usual or primary starting (entry) point of a WWW site. It is similar to the title page and table of contents of a hard copy document. A home page usually contains links to subsequent (logical) pages in the site. While the home page is the most common access point to a site, it is not the only access point. Any WWW document can be accessed directly from a link or by using its Uniform Resource Locator (URL) address.

9. Source Code. The HTML coding which tags and formats the information to make it viewable by the browser. The source code is not normally viewed by the browser.

10. URL. An internet "address" of a resource. URLs can refer to web pages, File Transfer Protocol (FTP) sites or files, gopher resources, or NNTP (Usenet) Newsgroups. The URLs for pages on the WWW normally begin "http://".

11. Hyper Text Transfer Protocol (HTTP). A method by which WWW HTML pages are transferred (served) from the internet to the local computer's web browser and then displayed.

12. Link. A connection from one web document or file to another, not necessarily within the same web site. The link typically appears as a word, or phrase, with blue, underlined letters (hypertext). As the cursor touches the link, the cursor takes the form of a hand. Clicking the mouse button causes the web browser to connect to the document pointed to by the link.

13. Web Browser. Software that acts as a client, allowing a person to retrieve information from various sources, particularly web servers.

14. Web Server. A software/hardware combination, connected to the internet, which serves as the "container" for web sites and is accessed by web browser software.

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WEB SITE  
POLICY AND PROCEDURES

1. Authority. The establishment of a command web site on the publicly accessible WWW remains a command prerogative, consistent with other leadership responsibilities for public communication.

a. All DON Web sites must have a clearly articulated purpose, approved by the Commander, which supports the command's/activity's mission.

b. Web sites published by Navy and Marine Corps commands but hosted on commercial servers (servers other than "usmc.mil" and "navy.mil") are considered official sites and remain subject to this instruction.

c. Publicly accessible web sites are limited to the command level (i.e. to that organization with one or more Unit Identification Codes). No separate web sites will be established for any entity below the command (or command equivalent) level. As example, but not all inclusive, there shall be no departmental or divisional web sites external to the command's web site. These departmental/divisional/office pages will reside within the command's web site.

2. Administration

a. All DON Web sites must be protected from modification on systems exposed to public networks in accordance with references (b) and (c).

b. All command/activity home pages must contain, at a minimum, the following:

(1) Full organizational name.

(2) A statement that the site is an official U.S. Navy or U.S. Marine Corps Web site.

(3) A prominently displayed hypertext link to a tailored Privacy and Security Notice. A statement encouraging visitors to review the security notice is preferred. Overt warning signs or other graphics such as the "skull and crossbones" or "cloak and dagger," or wording indicating danger or warning are specifically forbidden. The tailored security notice should be based on the following:

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Notice: This is a U.S. Government Web Site.

"This is a World Wide Web site for official information about Naval Station, Pearl Harbor, Hawaii. The purpose is to provide information and news about Naval Station, Pearl Harbor to the general public. All information on this site is public domain and may be distributed or copied unless otherwise specified. Use of appropriate byline/photo/image credits is requested. Unauthorized attempts to upload information or change information on this web site is strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act.

For site security purposes and to ensure that this service remains available to all users, this government computer system employs software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.

Except for authorized law enforcement investigation and to maintain required correspondence files, no other attempts are made to identify individual users or their usage habits. Raw data logs are used to simply determine how many users are accessing the site, which pages are the most popular, and, from time to time, from which top level domain users are coming. This data is scheduled for regular destruction in accordance with National Archives and Records Administration guidelines."

c. Command web sites shall contain links to the following sites:

(1) The Navy's official web site at <http://www.navy.mil> and/or the Marine Corps' official web site at <http://www.usmc.mil>.

(2) The parent command or Immediate Superior In Command (ISIC), home page where applicable.

(3) The Navy and/or Marine Corps recruiting sites at <http://www.navyjobs.com> and <http://www.marines.com>.

### 3. Content

a. All information and photos posted on the Naval Station web sites must be carefully reviewed to ensure they meet the standards and requirements as published herein.

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b. Photos may not be altered in any way. Standard photographic practices of cropping, sizing, dodging, or burning are not considered alteration.

c. In addition to requirements of reference (a), all DON Web sites shall:

(1) Be presented in a manner reflecting the professionalism of the DON.

(2) Comply with references (d) and (e).

(3) Contain only "approved for release" general information suitable for viewing by anyone any place in the world, friend and foe alike.

(4) Contain only those images which support the overall mission of the web site. Images with captioning will only have caption information suitable for viewing by a worldwide audience, both internal and external. Captions will comply with DOD/DON policy that names and duty addresses of personnel assigned to units that are sensitive, routinely deployable, or stationed in foreign territories will not be released.

(5) Be current, accurate and factual, and reflect only information for which the publishing command has release authority.

d. Specific web site restrictions include:

(1) Web sites must not include classified material, "For Official Use Only" information, proprietary information, or information that could enable the recipient to infer this type of information. This includes lessons learned or maps with specific locations of sensitive units, ship battle orders, threat condition profiles, etc. When it is necessary to gain release authority from a senior in the chain of command, subordinate commands will submit material for clearance only after it has been reviewed and necessary amendments made to the fullest capability of the command.

(2) Web sites will not identify family members of DON personnel in any way, nor will family member information be included in any biographies or photos posted on the web page.

(3) Web sites must not include information for

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specialized, internal audiences. Family Grams, internal news service products and other information may be posted if it is general and suitable for an external audience.

(4) Web sites must not contain any written information or display any logo indicating the web site is best viewed with any specific web browser(s); or, that the web site has been selected as a recommended or featured site by any organization, or, point to any particular search engines or recommend any commercial software. Web sites developed and/or maintained by contractors may not include the contractor's name nor may they link to the contractor's web site.

(5) Web sites must not contain any material that is copyrighted or under trademark without the specific, written permission of the copyright or trademark holder. Further, the material must relate directly to the command's primary mission. Items prepared by DON personnel as part of their official duties and posted to the command web site may not be copyrighted, nor may the web site itself be copyrighted.

(6) Web sites must comply with DOD Freedom of Information Act and Privacy Act requirements regarding the release of names and duty station addresses (both postal and e-mail). Specifically, the names and duty station addresses of individuals who are routinely deployable, overseas, or in a sensitive unit may not be disclosed, except as delineated below.

(a) Web sites for units that are sensitive, routinely deployable, or stationed in foreign territories shall not display personnel lists, "roster boards," organizational charts, or command staff directories which show individuals' names, individuals' phone numbers or e-mail addresses which contain the individual's name. The exceptions to this policy are flag officers and public affairs officials.

(b) For continental United States-based, non-deployable echelon I and II commands, command directories including names and e-mail addresses may be posted on publicly accessible web sites if deemed by the commander as necessary for the conduct of the command's mission.

(c) For those commands not included in subparagraph (b) above, general telephone numbers for commonly requested resources, services, and contacts, without names, are acceptable.

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(7) Web sites will not link to non-government sites except as permitted by reference (a). The following external links are specifically authorized:

(a) The U.S. Navy and U.S. Marine Corps official Web sites (<http://www.navy.mil> and <http://www.usmc.mil>) may link to federally chartered, military-related organizations. Commands desiring to link to such web sites may do so by linking to the U.S. Navy or U.S. Marine Corps official web sites.

(b) As part of the command's family support function, web sites of bases, air stations, or equivalent commands may link to local Chambers of Commerce (or overseas equivalents) and local government agencies. Tenant commands should link to the base web site to provide access to these external links.

(c) Echelon II acquisition commands may link to web sites of partners in industry if that web site pertains solely to a command program. Links may not be made to the partner's corporate web site.

(8) No materials or services may be advertised for sale or sold via a command web site. This includes command memorabilia, ball caps, etc.

(9) Information from other military web sites will not be duplicated but may be referenced or otherwise linked.

#### 4. Exceptions

a. Educational Mission. In instances where the mission of the command includes an educational mission, and where unclassified dissertations or professional papers may be published to the web for the purpose of peer review, the following disclaimer for exchange of professional information and ideas among scientists, physicians, or educators, must be displayed: "Material contained herein is made available for the purpose of peer review and discussion and does not necessarily reflect the views of the Department of the Navy or the Department of Defense."

b. Recruiting Mission. Navy and Marine Corps Recruiting Web sites reside on ".com" domains. These sites may establish procedures for posting and collecting information which differ from all other DON commands/activities, to include

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advertising their sites on commercial employment opportunity sites. Exceptions to reference (a) must be coordinated through the chain of command as delineated here and in accordance with reference (a).

5. Interactivity. DON commands/activities may maintain interactive web sites to the extent that they allow visitors the ability to query the command via electronic mail (e-mail). Commands/activities are cautioned that establishing and maintaining this interactivity can be extremely labor-intensive.

a. Public queries for information should be linked/directed to the site webmaster or public affairs office. Queries should be handled consistent with other written requests for information. Responses shall discuss only those issues within the command's cognizance and shall not violate the release of information provisions of references (b) through (e).

b. Commands may link to the U.S. Navy's "Frequently Asked Questions" page on the official U.S. Navy Web site at <http://www.navy.mil>. Questions concerning the U.S. Navy or the U.S. Marine Corps as a whole shall also be directed to <http://www.navy.mil> or <http://www.usmc.mil> as appropriate.

c. Commands should consider the technical capabilities and needs of their respective audiences when developing the command's web site. The Information Technology Standards Guide (ITSG) available at <http://www.doncio.navy.mil> provides guidance for developing a user-friendly web site.

d. Command web sites shall not collect personal data (name, address, phone number, etc.) about a visitor without the visitor's expressed permission, nor shall any surveys be conducted on a DON Web site. Any web site collecting personal information must comply with the provisions of reference (d). Network identification and internet protocol addresses are not considered personal data.