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***Communications and Information***

***CONTENT MANAGEMENT ON THE WEB***

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This checklist reflects command guidance and responsibilities for efficient and effective management of content, that information-centric element which we produce, disseminate, manipulate or deal with during the conduct of command business. It emphasizes the need for command-wide conformity of content analysis—the systematic review of the content rather than the structure or media of a communication, separating the intellectual whole into its constituent parts for determination of applicability and releasability. This checklist is designed to coincide with existing publications. Effective content management must be exercised at all levels due to the tremendous broadcast efficiencies afforded by web systems. Increased vigilance in controlling and protecting information is crucial to the success of the mission.

- 1.** References have been provided for each item. Critical items have been kept to a minimum, and are related to compliance with public laws pertaining to accessibility and releasability. While compliance with non-critical items is not required by law, these items help gauge the effectiveness/efficiency of the function.
- 2.** This checklist establishes a baseline to be used by the Command IG during applicable assessments. Use the checklist at **Attachment 1** as a guide only. AFSPC checklists will not be supplemented. Units produce their own stand-alone checklists as needed to ensure an effective and thorough review of the unit's management of content.

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## Attachment 1

## CONTENT MANAGEMENT ON THE WEB

Table A1.1. Checklist.

<p><b>SECTION 1: HEADQUARTERS AND WING LEVEL MISSION STATEMENT:</b> To provide effective policy and guidance for managing command information content which is placed on the web; creating and following procedures to ensure command information is managed and safeguarded according to governing laws and directives. <b>NOTE:</b> All references are from AFI33-129, <i>Transmission of Information Via the Internet</i>, unless otherwise noted.</p>			
<p><b>1.1. CRITICAL ITEMS:</b></p>	YES	NO	N/A
<p>1.1.1. Is an official access web site established outside the firewall and are controlled-access web sites established inside the firewall for internal use? (Para 3.4.3 and 3.13.1.)</p>			
<p>1.1.2. Are procedures in place and being used to conduct a comprehensive, multi-disciplinary review of web sites at least annually? Para 3.4.7 and 3.13.5, <i>DoD Web Site Administration Policies and Procedures</i>, (Para 1, para 5.5.10.)</p>			
<p>1.1.3. Does the webmaster/web administrator and web page content owner maintain a completed, approved AFSPC Form 12 for each web site (web page or series of web pages) that's posted? <b>NOTE:</b> AFSPC Form 12 is necessary documentation to show that a multi-disciplinary review has been conducted on the web site content before posting. AFSPCI33-103, <i>Information Sharing Through the World Wide Web</i>, para 4.</p>			
<p><b>1.2. NON-CRITICAL ITEM:</b></p>	YES	NO	N/A
<p>1.2.1. Are web sites registered with Air ForceLINK and is registration verified annually? (Para 3.4.3 and 3.13.1.)</p>			

<p><b>SECTION 2: HEADQUARTERS, WING, SQUADRON, UNIT LEVEL MISSION STATEMENT:</b> To effectively implement policy and guidance for managing command information content which is placed on the web; creating and following procedures to ensure command information is managed and safeguarded according to governing laws and directives. <b>NOTE:</b> All references are from AFI33-129, and <i>DoD Web Site Administration Policies and Procedures</i>, unless otherwise stated.</p>			
<p><b>2.1. CRITICAL ITEMS:</b></p>	<p><b>YES</b></p>	<p><b>NO</b></p>	<p><b>N/A</b></p>
<p>2.1.1. Does each web site support the mission of the office/ agency/unit? (para 3.10.1; Part II, para 2.1.)</p>			
<p>2.1.2. Is web site content reviewed for sensitivity and distribution/ release controls—including sensitivity of information in the aggregate—before placement on the web, and during annual reviews? (para 7.3.1; Part II, para 3.1.4.)</p>			
<p>2.1.3. Do <i>publicity</i> accessible web sites contain only that information which is of value to the general public, which has been determined to be appropriate for worldwide dissemination, which does not place national accuracy, DoD personnel and assets, mission effectiveness, or the privacy of individuals at an unacceptable level of risk? (para 7.2.1.2.; Part I, para 5.5.4.)</p>			
<p>2.1.4. Are procedures being carried out to ensure <i>publicity</i> accessible web sites do not contain links to DoD web sites UNLESS password interface or other control mechanisms are in place which protect the DoD site’s controlled contents? (para 8.2.1.1.10; Part II, para 3.6.3.)</p>			
<p>2.1.5. If information has been posted to the web site which is questionable as to whether protection is required (such as measures to limit access), is the information withdrawn until a further review is conducted and a decision is obtained from the originating office for the information? (para 3.7.4; Part II, para 3.5.4.1.)</p>			
<p>2.1.6. Are determinations of appropriate security and access controls based on the sensitivity of the information, the audience the information is targeted for, and the level of risks to DoD interests? (Para 7.2.2, Part II, para 3.6.2.)</p>			

<b>CRITICAL ITEMS Cont:</b>	<b>YES</b>	<b>NO</b>	<b>N/A</b>
2.1.7. Has personally-identifying information been eliminated from web sites? <b>NOTE:</b> Personally-identifying information includes name, rank, e-mail address, and other identifying information regarding DoD personnel. This does NOT apply to approved public affairs products, AF-CIO memorandum dated 28 Feb 02, subject: AF-CIO Policy Memorandum 02-02, <b>Web Site Policy.</b>			
2.1.8. Have web page owners/webmasters/pagemasters/ administrators ensured the following information is not on <i>publicli</i> accessible web sites? (para 7.4, Part V, para 2.)			
2.1.8.1. Classified or For Official Use Only (FOUO) information, as stated in Part V, para 2.			
2.1.8.2. Information which increases in sensitivity when electronically aggregated, as stated in <b>DoD Web Site Administration Policies and Procedures.</b>			
2.1.9. Are procedures being followed to ensure that web pages intended for internal use are not made available on the Non-secure Internet Protocol Router Network (NIPRNET) without the appropriate access control, since this information is likely to be accessible to non-DoD users? Para 8.1.2.; Part V, para 1.3.2.			
2.1.10. Are web sites actively and routinely scrubbed for time-sensitive data? (Part V, para 1.3.6.)			
2.1.11. Does the webmaster/web administrator and web page content owner maintain a completed, approved AFSPC Form 12 for each web site (web page or series of web pages) that's posted? <b>NOTE:</b> AFSPC Form 12 is necessary documentation to show that a multi-disciplinary review has been conducted on the web site content before posting. AFSPCI33-103, <b>Information Sharing Through the World Wide Web</b> , para 4.			
<b>2.2. NON-CRITICAL ITEMS:</b>	<b>YES</b>	<b>NO</b>	<b>N/A</b>
2.2.1. Do errors generated by restricted pages direct the public to the root public page and do they refrain from using language such as "Access Denied" or "Forbidden"? (Attachment 2; para 8.1.2.1.)			
2.2.2. If a web page contains a link to an external site, is a disclaimer displayed or an exit notice generated as worded in AFI33-129, attachment 2, paragraph 8.2.1.3? ( <b>NOTE:</b> Organizations are encouraged to link to authorized activities in support of the organization's mission.) (Attachment 2; para 8.2.1.3.)			

NON-CRITICAL ITEMS Cont:	YES	NO	N/A
2.2.3. Is information from other sources referenced, not copied? <i>NOTE:</i> The goal is to prevent needless repetition of information which is contained elsewhere; however, small portions of information from other sources may be duplicated when it brings clarity to the web page. (Para 9; Part II, para 2.3.)			
2.2.4. Are procedures in place to ensure that copyrighted information is posted only when it relates to the unit's mission and when allowed by prevailing copyright laws? (Para 6.1.5.; Part II, para 3.5.5.)			
2.2.5. Are procedures in place to ensure that commercial sponsorships, advertisements, and endorsements do not appear on web sites? (Para 6.1.2 and 8.2.1.1.2; Part II, para 10.)			
2.2.6. Do web sites display privacy and security notices? (Para 13; Part II, para 7.)			