DeCA MANUAL 100-05.01
PROCEDURES & GUIDANCE FOR MANAGING DeCA WEBSITES

Originating Component: Corporate Communications

Effective: December 17, 2021

Releasability: Unlimited. This manual is approved for public release and is located on the Defense Commissary Agency's (DeCA) Internet website at www.commissaries.com.

Establishes DeCA Manual 100.05, "Procedures & Guidance for Managing DeCAWebsites," December 17, 2021

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Purpose: This guidance establishes policies and procedures for managing DeCA's Intranet and InternetWebsites.

    a. Establishes "Defense Commissary Agency (DeCA) Directive (DeCAD) 100-05, "Management of DeCA Websites" and establishes DeCA Manual (DeCAM) 100-05.01, "Procedures & Guidance For Managing DeCA's Websites."

    b. Is established in compliance with Department of Defense (DoD) Directive 5105.55, "Defense Commissary Agency" (DeCA).

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SECTION 1: General Issuance Information

1.1. APPLICABILITY. This manual applies to all DeCA activities and all DeCA personnel in accordance with (IAW) DoDI 5025.01 "DoD Issuances Program."

1.2. POLICY. It is DeCA's policy to:

a. Use its Internet site (www.commissaries.com) to provide its customers, business partners, and stakeholders with information on its operation, activities, and value of the commissary benefit.

b. Use its Intranet site (OneNet) to provide its employees with the information, tools and resources they need to complete job-related tasks and work processes.

SECTION 2: RESPONSIBILITIES

2.1. DeCA'S WEBSITES. DeCA's websites exist to facilitate and promote accomplishment of the Agency's mission and goals and are designed to empower our customers, our business partners, and our employees by giving them the information, tools, and resources they need to accomplish their objectives quickly and easily. Some examples are ecommerce, shopping trip planning to maximize their commissary benefit, doing business with DeCA or, in the case of employees, completing some job-related task, communicating with fellow employees, or browsing latest DeCA news and information.

a. DeCA's Internet presence (www.commissaries.com) is the primary point of access for

(1) Authorized shoppers seeking information and resources to maximize their commissary benefit, including ecommerce;

(2) DeCA's current and potential business partners; and

(3) National and local news media.

b. OneNet is the Agency's Intranet, an internal website available only to DeCA employees. It is designed to foster communications between and among management and employees; to provide access to important policies and procedures; to provide access to employee services and employment information; allow employees to communicate and exchange information with each other, and to offer a central point for accessing information, tools and work processes that employees need to do their jobs.

2.2. WEBSITE MANAGEMENT. DeCA assigns responsibility for website management to the Corporate Communications (OC) Web Team for OneNet, and the Marketing Web Team for

commissaries.com. Each Headquarters group, directorate, and/or staff office has designated personnel that serve as Authors and Approvers. Authors and Approvers work with their respective functional area heads to develop and implement procedures within their respective areas to create and approve content and serve as their functional area's liaison and primary point of contact with the OC and Marketing Web Teams for web-related management.

2.3. CORPORATE COMMUNICATIONS (OC) WEB TEAM. Specific responsibilities of the OC Web Team include:

  a. Recommend, interpret, and oversee implementation of the Agency's intranet website policies.

  b. Establish procedures and standards for OneNet.

  c. Provide direction, guidance, and training for designated Authors and Approvers.

  d. Brief senior leadership on OneNet and consult with them on how to utilize the site to achieve their internal communication goals.

  e. Research and develop long-term and annual strategies, goals, and objectives for the Agency's use of its internal web products, and assess and report on performance.

  f. Develop, justify, and manage the technical support budget for the OC Web Team.

  g. Ensure consistency in corporate messaging and adherence to established publishing and design standards for internal web-based products.

  h. Serve as the office of coordinating responsibility with other DeCA functional process owners to represent DeCA for interagency and external efforts that impact the content of DeCA's intranet.

2.4. MARKETING (MP) WEB TEAM. Specific responsibilities of the Marketing Web Team include:

  a. Recommend, interpret, and oversee implementation of the Agency's internet website policies.

  b. Establish procedures and standards for commissaries.com.

  c. Brief senior leadership on commissaries.com and consult with them on how to utilize the site to achieve their external communication goals.

  d. Ensure consistency in messaging and adherence to established publishing and design standards for external communication products.

e. Corroborate with program managers and content owners to verify accurate and relevant information is present on commissaries.com.

f. Update commissaries.com content to reflect current marketing initiatives and goals.

2.5. WEB ADMINISTRATION AT FIELD LEVEL.

a. Each area director, through their zone managers and store directors, is responsible for developing and maintaining relevant, current and accurate content for DeCA's internal or external websites, as applicable. Web content provided by DeCA's area offices and stores should be local in nature.

b. Store directors work closely with their zone manager, area director, and Store Operations staff at DeCA Headquarters to ensure that web communications at the local level reflect the directions and objectives of the Agency Director and senior leadership, and that they abide by guidance on public and internal communications issued by DeCA's OC and MP. Area directors, through their zone managers, ensure that store web pages are maintained IAW TTY directions and guidance from Store Operations.

SECTION 3: WEBSITE POLICIES

3.1. GENERAL.

a. DeCA's official Internet site is www.commissaries.com. It has one Intranet site, OneNet, located at onenet.commissaries.com. All content must follow the publication standards, templates, and design guidelines established by the Marketing Department Web Team or OC Web Team. DeCA's websites are designed to communicate, both by the information they contain and by the presentation, that we are "one DeCA."

b. DeCA's websites are managements tools; therefore, they are to be used only for official, mission-related DeCA business. DeCA's websites are supported by appropriated funds (taxpayer dollars); therefore, DeCA will not host web pages for private organizations, including employee organizations. If appropriate, DeCA may link to websites developed by related organizations.

c. All web-based applications (interactive processes, databases and other online services) must follow basic design standards established by the OC Web Team or the Marketing Web Team and must adhere to all laws, regulations, and Agency, DoD, and Federal policies related to privacy and security. In addition, applications developed or significantly revised they must meet all laws, regulations, and policies related to accessibility.

d. Any participation in interagency websites (i.e., "portals") must be coordinated through the OC Web Team, for OneNet, or the Marketing Web Team, for commissaries.com.

3.2. COORDINATION AND APPROVALS.

a. It is the responsibility of each FPO, SSG, and director to ensure all the content on DeCA's websites (Internet and Intranet) for which their functional areas are responsible for are both current and accurate. FPO, SSG, and directors are responsible for establishing and communicating procedures within their respective functional areas to ensure all content submitted for publishing has been properly coordinated and approved.

b. Web-based or web-enabled applications must be developed in compliance with the technical standards and platforms developed by the Information Technology (IT) Group, as well as DeCA's website policies and publication standards. Web-based applications, both those developed within DeCA and those developed by contractors working for DeCA, must be coordinated with IT. Any new. web-enabled applications must be coordinated with the OC Web Team or Marketing Web Team throughout the process to ensure they comply with DeCA policies and standards, and that they are designed to fit seamlessly into DeCA's web products. All web-based applications must be submitted to IT for testing prior to posting to production.

c. Generic web technologies (technologies that can be used by any DeCA office) such as discussions/chats, mailing lists, webcasts, and social media tools will be proposed and sponsored

by the OC Web Team or Marketing Web Team. Technologies developed by the OC Web Team or Marketing Web Team, with the concurrence of the Chief Information Officer (CIO), will be the Agency standard. Headquarters and field-level entities must not develop these technologies independently nor use non-standard generic technologies.

   d. Information/services should not be duplicated within DeCA's websites. Information that exists elsewhere on DeCA's websites should instead be linked to rather than duplicated. It is the responsibility of each Author and Approver to ensure new content does not duplicate existing content anywhere on the website. If an FPO, SSG, directorate, or office wants to add to or expand content developed by another FPO, SSG, directorate, or office, the two organizations should work together to develop a single source for that information.

      (1) If a linked document is to be removed from or placed elsewhere on commissaries.com, the Freedom of Information Act (FOIA) Officer must be notified so that the document can be attached to the FOIA Electronic Reading Room, if deemed necessary.

      (2) DeCA Headquarters offices should create content that is generic in nature – that is, content that applies across the Agency.

      (3) Areas and stores should create content that is "inherently local" in nature – that is, content that is known/collected/maintained only at the local level. Area and store content should add value to generic content by contributing specific local resources, examples and contacts.

      (4) Content that can be drawn from national databases and systems should be developed and maintained by DeCA Headquarters offices.

3.3. FILE CREATION, POSTING, AND RETENTION.

   a. All materials on any of DeCA's websites must reside on DeCA's own servers. In rare cases, the CIO may approve, in writing, an exception to this policy, if it is in the best interest of the Agency. Exceptions must be granted prior to entering into any new or extended contractual relationships for web server services. A copy of the CIO's written permission must be sent to the OC Web Team.   All official DeCA web pages, including those that may reside on outside servers, must adhere to all DeCA web policies, publication standards, and all policies and standards defined by the CIO.

   b. Content that already exists on DeCA's websites or on another Federal government website (Office of the Secretary of Defense, Office of Personnel Management, etc.) should be linked to rather than duplicated or recreated, IAW "Recommended Policies and Guidelines for Federal Agency Websites," published on DigitalGov.gov. Linking to the source not only reduces

duplication of content, but enhances the integrity of the information the Agency provides by reducing the risk that users will find information or documents that are out of date or no longer valid.

c. Any manager or staff member desiring to post information on DeCA's websites must provide that information to their appropriate Approver or Author in an electronic file. Any reports, documents, applications, or other products developed by contractors for DeCA must follow all DeCA policies and design standards and must be provided in PC-compatible electronic format (including graphics and photos). These specifications should be noted in the contracts. Specific requirements are outlined in the Agency's Web Publication Standards.

d. Individual DeCA staff may not create websites depicted as "DeCA" pages on personal accounts with private Internet Service Providers (ISPs), nor will the Agency link to any "DeCA" pages owned and/or controlled by individual DeCA staff.

e. Rights to publish files to DeCA's websites may be granted at the discretion of the OC Web Team or Marketing Web Team. Rights are limited to protect the integrity and security of DeCA's websites. People who are granted publishing rights may post information only with the approval of the web coordinator for their directorate, office, or functional area. Portions of posting to DeCA's Internet and Intranet websites are done by the technical support contractor of the OC Web Team or Marketing Web Team.

f. Information posted on DeCA's Internet sites must be retained in a manner consistent with the Freedom of Information Act (FOIA) and the Federal Records Act.

3.4. EMERGENCY PROCEDURES.

a. In the case of a major emergency, information related to the emergency can be posted to DeCA's website remotely. The procedure for posting emergency information is as follows:

(1) Information to be posted should be submitted by telephone, in person, or in the most expeditious way possible to the Director, Deputy Director, or Chief Performance Officer for approval, with a concurrent alert to the OC Chief or Marketing Director. The person submitting the information should obtain confirmation that the information was received.

(2) If the emergency affects one or more stores, information should be coordinated with the respective area director and DeCA's Executive Director for Store Operations, or their designee, before it is submitted to the Director, Deputy Director, or Chief Performance Officer.

(3) Once approved by the Director, Deputy Director, or Chief Performance Officer, the information will be submitted to the OC Chief, Marketing Director, or specifically designated staff, for posting. The OC Chief or Marketing Director will designate, in advance, specific staff that may clear the information for posting.

(4) The OC Chief or Marketing Director will email the information to be posted to their Web Manager,or their designee, who will post the information immediately.

b. Only the OC Chief, Marketing Director and/or designee and the Web Manager or designee has the authority to post these emergency updates. Information will be posted only with the personal approval of the Director, Deputy Director, or Chief Performance Officer.

c. The OC and/or designee and the Web Content Manager or designee can post from anywhere, as long as they have access to a computer with Internet access and as long as DeCA's web servers are operational at the primary or secondary locations.

d. The Web Content Manager will provide all appropriate contact information, retrieved from published recall rosters, to the Chief Performance Officer and OC Chief.

e. These procedures should be used only in the case of national emergencies or emergencies that force the closing of the DeCA Headquarters Building. In all other cases, regular web posting procedures should be followed.

f. These procedures will be incorporated in the Continuity of Operations Plan (COOP) and the DeCA Emergency Operations Center procedures.

3.5. LINKS AND LINKING POLICY.

a. Links to other websites may be created as long as the link adds value and does not duplicate other information on the website. It is not necessary to seek approval of the owner of another website to link to that site.

b. When users select a link to an external (outside of DeCA) website, they are leaving the DeCA site and are subject to the privacy and security policies of the owners/sponsors of the external website.

c. When DeCA provides such links, it adheres to the following policy:

(1) Links must be consistent with sound public policy and support DeCA's mission and programs.

(2) If DeCA has a formal relationship with organizations or businesses, it may link to their sites. All participating partners in a business venture with DeCA must be treated equally.

(3) Links to commercial sites must avoid the perception of favoritism or bias relative to other similar commercial sites. If other sites exist that offer similar products, information, or services, there must be a link to all sites or none.

(4) Links must be reviewed carefully and regularly to ensure they continue to add value, that they don't exist solely to promote specific products or services, and that they are in good taste.

(5) Websites that are external to DeCA, but funded or supported in whole or in part by DeCA, are considered part of DeCA's overall web presence. These sites may be linked to directly without notification or disclaimer.

(6) All links and pointers to sites that are not funded or supported in whole or in part by DeCA are clearly identified as either "government" or "nongovernment" links.

(7) Links to other government web pages (including all DoD and U.S. military) do not require notification or disclaimer.

(8) Links and pointers to nongovernment sites are identified as "nongovernment links" via a red asterisk (*) at the end of the link. This serves as notification to visitors that these links are to nongovernment sites and that the disclaimers (below) apply.

3.6. DISCLAIMER OF ENDORSEMENT.

a. The inclusion of links and pointers to websites is not intended to assign importance to those sites or to the information contained on those sites. It is also not intended to endorse or recommend any views expressed or products or services offered on those sites.

b. DeCA does not control nor guarantee the accuracy, relevance, timeliness, or completeness of information contained on a linked website.

c. DeCA does not endorse the organizations sponsoring linked websites, and does not endorse the views they express or the products/services they offer.

d. DeCA cannot authorize the use of copyrighted materials contained in linked websites. Users must request such authorization from the sponsor of the linked website.

e. DeCA is not responsible for transmissions users receive from linked websites.

f. DeCA does not guarantee that outside websites comply with Section 508 (accessibility requirements) of the Rehabilitation Act.

3.7. PROHIBITIONS.

a. DeCA will not link to any website that exhibits hate, bias, or discrimination.

b. DeCA reserves the right to deny or remove any link to a site that contains misleading information or unsubstantiated claims, or is determined to be in conflict with DeCA's mission or policies.

c. Because DeCA's Internet site (commissaries.com) is in the public domain, anyone can link to it without permission.

3.8. PRIVACY.

a. Protecting the privacy of individuals who use DeCA's web products is very important. The Office of Management and Budget has directed all Federal agencies to post their policies on protecting the privacy of web page users on all main points of entry to the website. At DeCA, each standard web page must contain a link to DeCA's privacy statement. The link to the privacy statement is built into the standard template and must not be moved, disabled, or modified in any way.

b. Every automated application that collects any data must have a link to the privacy statement on the first page of the application. Before uploading any application that collects data, FPOs, SSGs, directors or office chiefs, and program managers should confer with DeCA's Privacy Officer to ensure their application adheres to the privacy policy and the Paperwork Reduction Act.

c. All email forms must be preceded by an intercepting page, with the standard language describing DeCA's policy for protecting email privacy.

d. Comments, guest book entries, and other mail received through the web may be archived only for content purposes. DeCA will not capture email addresses for the purpose of creating mailing lists or to identify specific people with specific comments. Furthermore, wherever opportunities exist for users of DeCA's websites to provide online comments or suggestions, to request materials, to register for conferences or meetings, or to take any other action that allows DeCA staff to identify them by their email addresses, then DeCA's standard privacy caution must be used.

e. The use of "cookies" - software that collects personal information for the purpose of providing customized information/systems to individuals - should be used with caution and forethought, and IAW with DoD policies.

f. Any interactive applications provided via the web must address all applicable requirementsof the Privacy Act.

3.9. ACCESSIBILITY.

a. DeCA's websites, including all online applications/work processes, must comply with Section 508 of the Rehabilitation Act of 1973 (as amended). Some of the requirements include the following:

(1) There must be a text equivalent for every non-text element. Graphics, photos, and other images must be described by text boxes. Audio and video must include synchronized captioning. Maps, charts, and graphs must have text descriptions. If color is used for navigation,to give text emphasis, or to convey meaning, there must be a text alternative for those who cannot recognize the color.

(2) Use only layouts and technologies that are recognized by all web browsers or be sure to provide an alternative way to convey the information to people whose web browsers do not accommodate the layouts/technologies.

(3) Do not use flashing or blinking text, objects, or other elements.

(4) If a web page requires the use of a specific piece of free software (a "plug-in"), a link to an accessible plug-in must be provided. If an accessible plug-in does not exist, that format may not be used.

(5) Electronic forms must be accessible to people using adaptive/assistive technologies.

b. A complete list of requirements and procedures for making web pages accessible is available in DeCA's Web Publication Standards and on the official government website at: www.section508.gov.

c. DeCA also is committed to making its websites accessible to people with low-end computer capabilities and/or slow modems. Graphics must contribute real content value to the information being presented, not just visual appeal, since they add considerably to downloading time. Large documents must be split into smaller sections and/or posted in "PDF" format. Specific guidance on graphics can be found in DeCA's Web Publication Standards.

d. Where they exist, TTY alternatives must be provided when phone numbers are listed.

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3.10. WEB-GENERATED EMAIL.

a. Email generated by DeCA's websites must be answered promptly, using email whenever possible. Normally, web-generated email should be answered within two business days. If a reply requires more research, the respective Web Coordinator, or subject matter expert .(SME)/content owner, should send an interim reply to the requester within two business days. Final responses should be sent in no more than two weeks. In rare cases, if the response requires more than two weeks to prepare, the Web Manager should notify the requester and offer a date by which the final response will be sent.

b. If a Web Manager or content owner receives an email which could be answered more effectively by another functional area (e.g., Human Resources receives a message requesting information about legality of political activities), they should forward the email to the appropriate area immediately, either copying the requester or sending an interim reply to the requester notifying them that the message has been forwarded.

c. All employees should be held accountable for prompt, courteous, and appropriate responses to web-generated email. Responses must reflect DeCA's strong commitment to good customer service.

d. People who use DeCA's websites may report potential inaccuracies in information/data that is presented on the website, via email. In these cases, the message should be forwarded to the appropriate Web Manager for processing. If inaccurate data is found on the website, the respective Author or Approver should work with the appropriate content owner/SME to correct the data, as soon as possible.

3.11. PHOTOS AND GRAPHICS.

a. Photos taken at official DeCA events or official photos of DeCA officials may be published on DeCA's websites without concern.   Photos taken at events other than official DeCA events require the written permission of the individuals in the photos, before publication. Photos taken from other sources (newspapers, books, non-governmental organizations, etc.) require written permission from the source, before publication.

b. Graphics must conform to specifications contained in DeCA's Web Publication Standards.

c. If graphics are obtained from a non-DeCA source, other than public domain sites, written permission from the owner of the graphics must be requested and maintained.

d. DeCA's official seal is to be used only by DeCA, for official purposes. DeCA partners who would like to use a DeCA icon to link to the DeCA website may use a graphic provided on www.commissaries.com under "DeCA Logos" on the Marketing Resources page.

3.12. DISCUSSIONS, CHATS, AND SOCIAL MEDIA.

a. The following provisions governing discussions, chats, and social media apply only to those social media elements found on or added to DeCA's Internet (commissaries.com) or Intranet (OneNet) sites.

b. Managers can request online discussions ("chats") on both the Internet and Intranet sites, for official purposes. Discussions on the Internet (commissaries.com) must be targeted to DeCA's partners and/or patrons; and discussions on the Intranet (OneNet) must be targeted to

DeCA's employees. Discussions may be password-protected to restrict participation, when appropriate.

c. Discussions must be monitored by a designated DeCA employee, who is responsible for ensuring that they stay focused and appropriate. It is the moderator's responsibility to notify the appropriate Web Manager when the discussion has concluded and should be removed from the website.

d. Requests for discussions must be approved by an FPO, SSG, director, or office chief, at DeCA Headquarters, or by an area director or their designee in the field, before they are submitted to the Web Manager.   Procedures for requesting discussions are defined in the WebPublication Standards.

e. Social Media, New Media, and "Web 2.0," "3.0," etc. are umbrella terms that define the various activities and websites (both internal and external to DeCA) that integrate technology, social interaction, and content creation. Social media use many technologies and forms, such as web feeds, wikis (internal as well as external), blogs, photo and video-sharing, podcasts, social networking, mashups, and microblogs.

f. Managers may request social media tools on both the Internet (commissaries.com) and the Intranet (OneNet), for official purposes. Blogs, wikis, tweets, etc. on the Internet must be targeted to DeCA's customers and/or business partners; and on the Intranet (OneNet) must be targeted to DeCA's employees.

g. Social media on either of DeCA's websites (Internet and Intranet) must be monitored by a designated DeCA employee responsible for ensuring that they stay focused and appropriate. It is the moderator's responsibility to notify the appropriate Web Manager when the discussion has concluded and should be removed from the website.

h. Requests for social media must be approved by an FPO, SSG, director, or office chief, at DeCA Headquarters, and by an area director or their designee, in the field, before they are submitted to the appropriate Web Manager.

i. Standards and guidelines for using social media can be found in DeCAD 100-4 and DeCAM 100-4.1 "Social Media."

3.13. WEBCASTS. Webcasts, live or taped video offered through the website, offer an excellent means for providing training and consumer information and for conducting online meetings. Webcasts may be used only for official mission-related purposes. Webcasts must be coordinated with the appropriate Web Manager, DeCA's broadcast studio, and the OC Web Team or Marketing Team. Webcasts must include captioning for the hearing-impaired. Procedures for requesting webcasts are defined in the Web Publication Standards.

3.14. MAILING LISTS.

a. DeCA offers automated emailing lists to managers who wish to use them for official purposes. Mailing lists can be used in two ways: they can be open (website visitors can subscribe to the mailing list on their own) or 'closed' (only the list owner can decide who goes on the list). Requests for mailing lists must be approved by an FPO, SSG, director or office chief, at DeCA Headquarters, and by an area director or their designee, in the field, before they are submitted to the Web Content Manager.   Procedures for requesting mailing lists are defined in the Web Publication Standards.

b. Email addresses for people who want to be on a DeCA mailing list will be maintained only for the purpose of that mailing list. They will not be used for any other purpose within the Agency nor will they be provided to anyone outside the Agency.

3.15. OTHER LAWS AND REQUIREMENTS.

a. Guest books, surveys, forms and any other materials that request information from the public must comply with the intent of the Government Paperwork Elimination Act (GPEA) and the Paperwork Reduction Act IAW DeCAD 5-2 "Records Management Program."

b. Public information presented on the Internet must be made available to anyone who does not have access to the web, upon request. A printed version of the web document is suitable.

3.16. PUBLICATION STANDARDS. DeCA's official Web Publication Standards, which supplements these policies, lays out specific design rules and requirements governing DeCA's web products.

Glossary

G.1. Acronyms

CIO	Chief Information Officer
COOP	Continuity of Operations Plan
DeCA	Defense Commissary Agency
DeCAD	DeCA Directive
DeCAM	DeCA Manual
DoD	Department of Defense
FOIA	Freedom of Information Act
FPO	functional process owner
GPEA	Government Paperwork Elimination Act
IAW	in accordance with
ISP	Internet Service Provider
IT	Information Technology
OC	Corporate Communications
SSG	Special Staff Group
SME	subject matter expert
TTY	text telephone; telecommunication device for the deaf
U.S.	United States

REFERENCES

DeCA Directive 5-2, "Records Management Program," August 28, 2007

DoD Directive 5105.55, "Defense Commissary Agency (DeCA)," March 12, 2008

DoD Instruction 5025.01 "DoD Issuances Program," October 17, 2014

Section 508 of the Rehabilitation Act of 1973