



## Communication Services Website Standards Checklist



Completed	USCG Auxiliary Web Policy Requirements
	Authorization of your website by the governing board of your unit.
	Notify the DSO-CS of your sites existence and date of unit approval. (New Sites)
	Unit is clearly identified in the sites HTML code. (TITLE tag). <b>See EX1.</b> ( <a href="#">Section 4.3.2, CS Guide 2.0</a> )
	“U.S. Coast Guard Auxiliary” must be included in a graphic Auxiliary banner or in a text heading at the top of your homepage, except when using an AUXWeb Template. All AUXWeb Templates contain the words United States Coast Guard Auxiliary in the Header when viewed in a Web Browser. ( <a href="#">Paragraph 2, Section 4.3.4, CS Guide 2.0</a> )
	Subordinate Unit Heading identifying your unit must be immediately under the banner or text heading. When using an AUXWeb Template locate at top of homepage. It may be a graphic or text. ( <a href="#">Paragraph 2, Section 4.3.4, CS Guide 2.0</a> )
	Unit’s number is properly identified. <b>See EX2.</b> ( <a href="#">Section A.3, Chapter 4, Auxiliary Manual</a> )
	<i>Descriptive</i> alternate text labels for <b>ALL</b> graphic images and links to provide a means of navigation for non-graphic browsers. ( <a href="#">Section 4.3.4, CS Guide 2.0</a> )
	Links to sites outside the Coast Guard and Coast Guard Auxiliary have a legitimate business objective, are not endorsing any private issue or commercial product, and are in good taste. ( <a href="#">Section 4.3.7, CS Guide 2.0</a> )
	Standard Website Notice / Disclaimer from the CS Guide must be included on a page in your website with a link from your homepage, except when using an AUXWeb Template. All AUXWeb Templates contain the Notice/Disclaimer in the Footer of the website. <b>All other sites See EX3.</b> ( <a href="#">Section 4.3.7, CS Guide 2.0</a> )
	Privacy Policy specific to your unit’s website must be posted, except when using an AUXWeb Template. All AUXWeb Templates contain the Privacy Policy in the Footer of the website. All other sites <b>See EX4.</b> ( <a href="#">Item 9, Section 4.3.8, CS Guide 2.0</a> )
	The content on your website is appropriate for your unit level. (i.e., the Flotilla isn’t posting information that is already posted on the Division site)
	Links to sites at different unit levels are included to avoid duplication of posted materials. <b>See EX5.</b>
	Posting is allowed for material released for distribution on the Internet.
	You have no material or information that might infringe the rights of an individual or copyright on your website. <b>See OPSEC Note.</b> ( <a href="#">Section 4.3.9, CS Guide 2.0</a> )
	Proprietary information about the Coast Guard or Coast Guard Auxiliary or information that could compromise Operational Security is not posted. <b>OPSEC Note</b> ( <a href="#">Section 4.3.9, CS Guide 2.0</a> )
	You have NOT reproduced or posted the official Auxiliary Seal on any page. ( <a href="#">Section I.5.b, Chapter 5, Auxiliary Manual</a> )
	Unless absolutely necessary, you should not post email addresses, phone numbers, or any other personal information about a member. If this information is posted, you should have that member’s specific approval to do so. Written permission is preferable. <b>OPSEC Note</b>
	If the unit operates a web store (i.e., CafePress, Zazzle, etc.), said unit must have written consent from DIRAUX and DCO. A copy of the written consent must be submitted to the DSO-CS. ( <a href="#">Section H.1.c.2, Chapter 5, Auxiliary Manual</a> )
	Contact Us email link for the webmaster must be provided on the home page (at minimum).
	Ensure all External Links work and direct the viewer to current information
	Your checklist is complete.



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<b>USCG Auxiliary Web Policy Requirements / Examples Page</b>		
<b>EX1</b>	Flotilla	<title>U.S. Coast Guard Auxiliary, Flotilla 75, Mamaroneck, NY, 1 <sup>st</sup> District Southern Region</title>
	Division	<title>U.S. Coast Guard Auxiliary, Division 2, Sandy Hook, NJ, 1 <sup>st</sup> District Southern Region</title>
<b>EX2</b>	Info	Section A.3, Chapter 4, Auxiliary Manual, explains the correct way to properly identify a unit outside of a computer database. Use regular English when identifying your unit. There are no hyphens unless there are three or more digits in the whole unit number and there are no zeros unless there is a 10, 20, etc.
	Flotilla	AUXDATA Unit ID 24-02 is identified on your website as Flotilla 24-2. AUXDATA Unit ID 04-06 is identified on your website as Flotilla 46. AUXDATA Unit ID 20-10 is identified on your website as Flotilla 20-10.
	Division	Division 02 is identified on your website as Division 2. Division 24 is identified on your website as Division 24. Division 10 is identified on your website as Division 10.
<b>EX3</b>  <b>NOT Required for AUXWeb Template websites</b>		<b>NOTICE/DISCLAIMER:</b> Links to non-Coast Guard entities are not under the control of the United States Coast Guard or the United States Coast Guard Auxiliary, and are provided for the convenience of our customers. They do not, in any way, constitute an endorsement of the linked pages or any commercial or private issues or products presented there. We cannot make any warranty or representation concerning the content of these sites, or secondary sites from the pages to which they link.
<b>EX4</b>  <b>NOT Required for AUXWeb Template websites</b>		Visit <a href="http://www.cgaux.org/privacy.html">http://www.cgaux.org/privacy.html</a> for a great example. Remember, the privacy statement must be specific to your website.
<b>EX5</b>	Flotilla	Flotilla sites must include links to: Division, District, and National.
	Division	Division sites must include links to: Flotillas within the Division, District, and National.
<b>OPSEC Note</b>		<ol style="list-style-type: none"> <li>1. Posting of phone numbers, email addresses, and other personal information is prohibited unless absolutely necessary. If this type of information must be posted, the webmaster must have specific authorization from the member. Written authorization is preferred.</li> <li>2. Flotilla rosters shall not be posted.</li> <li>3. No operational / patrol schedules of any kind shall be posted.</li> <li>4. The storage location of Auxiliary facilities should not be disclosed. Posting of photos with visible vessel / aircraft registration numbers is not recommended.</li> <li>5. Unit publications and minutes that are posted should remove all prohibited information before posting.</li> <li>6. Posting of AUXNET frequencies, drills, or other related information is prohibited.</li> </ol> <p>The items listed within this OPSEC Note ARE NOT authorized to be posted, <b>including within a password protected area of your website.</b></p>