



**U.S. NAVAL SEA CADET CORPS**  
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5728  
01 SEP 2008

INTERNET DEVELOPMENT GROUP INSTRUCTION 5728.2B

From: Officer-In-Charge, Internet Development Group  
To: Distribution  
Via: Executive Director, Naval Sea Cadet Corps

Subj: NSCC INTERNET STANDARDS & PRACTICES

Ref: (a) NSCC Regulations  
(b) SECNAVINST 5720.47B, DoN Policy for Content of Publicly Accessible World Wide Web Sites.  
(c) 36 USC 1541, NSCC Charter

Encl: (1) INTERNET STANDARDS & PRACTICES

1. Purpose. To promulgate standards and guidelines for the design and publication of NSCC web sites.
2. Scope. This instruction shall be applicable to all publicly accessible Internet web sites published by any NSCC/NLCC area, region, unit, or training contingent.
3. Action.
  - a. The IDG Compliance Officers shall ensure continued compliance of this instruction.
  - b. NETDEVGRUINST 5728.2A is hereby cancelled.



S. D. ORAM

Distribution:  
NLCC/NSCC Commanding Officers  
NSCC Regional Directors  
NSCC Headquarters Representatives



*Naval Sea Cadet Corps  
Internet Development Group*

# **INTERNET STANDARDS & PRACTICES**

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ENCLOSURE (1)



CHAPTER 1  
DEFINITIONS

1. Definitions.

- a. Internet. A network of networks - a world-wide public network that links many smaller networks. Having access to the Internet means being able to send and receive e-mail, partake in interactive conferences, access information resources and transfer files.
- b. World Wide Web (WWW). A part of the Internet displaying text and pictures through the use of computer software called a browser. WWW sites are accessible to anyone in the world who has a computer and connectivity via an Internet Service Provider (ISP).
- c. Local Site. A Web site published by an NSCC entity other than NHQ or the NSCC IDG.
- d. Web Site. A Web site describes an entity and its services, and consists of a single page or a collection of related, and linked, pages. All content presented on NSCC Web pages is considered to be official. All Web sites/pages created by NSCC employees and/or members containing information about the program/unit or part thereof are considered as official NSCC Web sites/pages.
- e. Web Page. A single document existing within the Web site, a Web page might be an HTML document, an image, a PDF document, PPT document, XLS document, etc.
- f. Home Page. The logical starting (entry) point of a World Wide Web (WWW) site. It is similar to the title page and table of contents of a printed document. A home page usually contains links to subsequent pages within the site. While the home page is the most common access point to a site, it is not the only access point. Traditionally, this page is the *index.html* file.
- g. 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.seacadets.org" is ".org" which is usually used for non-profit organizations. The second-level domain for the NSCC is "seacadets.org" Other top-level domains include ".edu", ".gov", and ".com".
- h. Web Manager. A person who maintains a Web page, Web site, and/or the server upon which the Web site resides. May also be referred to as a "webmaster" or "page administrator."
- i. HTM, .HTML. The extension for Web documents written in Hypertext Markup Language (HTML) which is the format (code) in which Web pages are written.
- j. URL. Uniform Resource Locator. An Internet "address" of a web site.

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- k. HTTP. HyperText Transfer Protocol is the method by which WWW HTML pages are transferred (served) from the Internet to the local computer's Web browser and then displayed.
- l. 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, often 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.
- m. Blog. An online diary; a personal chronological log of thoughts published on a Web page; also called a Weblog.
- n. Forum. A service provided by a website allowing registered and unregistered members to read comments on posted subjects and provide comments and opinions. Forums can be moderated or unmoderated.

CHAPTER 2  
ADMINISTRATION POLICY

General. For the most part a unit will publish a public web site for all or some of the following reasons: recruiting, public affairs, member/parent information, and/or unit morale. NSCC web sites shall be tasteful and depict the professional nature of the program. Any web site or web page created or maintained by NSCC employees or members containing information about the program or any portion thereof are considered official NSCC web sites.

1. Authority.

- a. Units. Commands have the discretion as to whether they will publish a web site. There is no requirement for commands to publish a local site. However, should a command decide to do so, the Commanding Officer has the exclusive authority to approve the release of an official local site with the advice and consent of the Internet Development Group.
- b. Internet Development Group. The NSCC Internet Development Group was created by the Executive Director and has been delegated the authority to manage all aspects of the NSCC's national Internet presence. It is at the sole discretion of the Officer-in-Charge, IDG as to which web sites are included on or in directories managed by the NSCC. Additionally, when directed by the Executive Director, OIC, IDG shall take necessary action to preserve the NSCC's trademarks, copyrights, and reputation on the Internet.

2. Content.

- a. General. Commanding Officers are ultimately responsible for the content of their unit's web site.
- b. Purpose. The primary purpose of a unit website is to represent and promulgate information about the local unit. The primary purpose should not be to represent or promulgate information about the national program. Unit web sites may not speak on behalf of the national program.
- c. Required Content. All local web sites shall comply with the following requirements:
  - 1) Affiliation. On the homepage of the web site, "*U.S. Naval Sea Cadet Corps*" or "*United States Naval Sea Cadet Corps,*" will be positioned at the top of the page, immediately above the Unit's Official Name (as stated on the Unit's Commissioning Certificate). For NLCC units, "*U.S. Navy League Cadet Corps*" or "*United States Navy League Cadet Corps*" will be positioned above the Unit's Official Name.

- 2) Contact Information. On an appropriate and easily accessible portion of the website, the unit drill address, unit mailing address, at least one contact phone number, and at least one contact email shall be prominently displayed.
- 3) Links. On the homepage of each unit web site, a link to the NSCC national recruiting web site (<http://www.seacadets.org>) shall be prominently displayed. On an appropriate portion of each unit web site, links to the Compass Training Portal (<http://www.compass.seacadets.org>) and the Resources Page (<http://resources.seacadets.org>) shall be prominently displayed in an appropriate location.
- 4) Terms of Use. On the homepage of each web site, a link to a Terms of Use Statement shall be displayed. This statement shall include, at a minimum, the following:
  - a) General. This is the official site of the Naval Sea Cadet Corps (NSCC), [Unit Name]. This site is provided as a service to the public and members of the NSCC. When this site is accessed, used, or viewed, you agree to the terms and conditions that follow. If you do not agree to these terms and conditions, you should immediately cease all actions pertaining to this site.
  - b) Accuracy of Information. We are not responsible if information that we make available on this site is not accurate, complete or current. The materials on this site are provided for general information only, and any reliance upon the material found on this site will be at your own risk. We reserve the right to modify the contents of the site at any time, but we have no obligation to update any information on this site. You agree that it is your responsibility to monitor changes to the site.
  - c) Links. This site may include links to other sites, which are provided as a convenience to you and as an additional access to the information contained therein. We are not responsible for the content of any other sites or any products or services that may be offered through other sites.
  - d) Trademark & Copyright Information. NSCC seals, emblems, logos, and other insignia are registered trademarks of the Naval Sea Cadet Corps and/or are protected under 36 U.S.C. §154106. Commercial use must be approved by the Executive Director of the Naval Sea Cadet Corps. NSCC proprietary information (including but not limited to instructional materials, regulations, policy, memoranda, procedures, and forms) either contained within or linked from this web site remains the property of the NSCC. Public access to such information is provided as a service to current members of the NSCC. Use,

reproduction, and/or storage of NSCC proprietary information by persons other than current members of the NSCC or other authorized persons is strictly prohibited without the express written permission of the Executive Director.

- e) Disclaimer. Neither the Naval Sea Cadet Corps, the Navy League of the United States, or any of its members, makes any warranty, expressed or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, product, or process disclosed, or represents that its use would not infringe privately owned rights. Views and opinions expressed on this web site may not necessarily represent those of NSCC National Headquarters.
  - f) Privacy. Information may be collected for internal statistical or recruiting purposes. Information that is collected is never released to the public or used for commercial purposes. Visitors under the age of 13 must have parental permission to submit any personal information.
- d. Multimedia. Photographs and motion pictures of NSCC personnel displayed on unit web sites shall be in good taste, represent the NSCC as a professional organization, and depict only authorized NSCC/NLCC activities. Persons depicted shall be in compliance with NSCC Uniform Regulations and all other applicable NSCC directives and policies.
- 1) Prohibited Depictions. Depictions of the following are strictly prohibited:
    - a) Personnel Out of Standards. Depictions of NSCC or NLCC personnel whose appearance is not in accordance with NSCC Regulations, NLCC Regulations, and/or NSCC/NLCC Uniform Regulations are prohibited. This includes, but is not limited to, depictions of:
      - (1) NSCC Personnel missing flashes or other uniform components.
      - (2) NSCC Personnel in violation of grooming standards.
      - (3) Members out of height/weight requirements in NSCC/NLCC Uniforms.
      - (4) ~~Navy League Cadets in the Camouflage Utility Uniform (CUU).~~

- b) Prohibited Activities. Depictions of NSCC or NLCC personnel engaged in specifically prohibited activities shall not be posted. This includes, but is not limited to, depictions of:
    - (1) Use of drugs/alcohol/tobacco products
    - (2) Hazing
    - (3) Paintball
  - c) Other Negative Depictions. Other depictions of NSCC or NLCC personnel which tend to reflect poorly upon the NSCC, NLCC, the Navy, or the Coast Guard are prohibited.
- 2) Depictions Requiring Caution. Depictions of the following must be dealt with judiciously by web managers and Commanding Officers:
- a) Firearms Training. Depictions of NSCC personnel engaged in Firearms training must clearly demonstrate that all appropriate safety techniques are being used. In addition, depictions of NSCC personnel engaged in firearms training will reflect the seriousness of the training and the gravity with which it must be treated.
  - b) Swim/Wet Training. Depictions of NSCC personnel engaged in swim training or wet trainers must not offend the sensibilities of the personnel involved or potential visitors to the site. This is especially the case with adolescents, who are often self-conscious about their bodies, and who are too often the targets of internet predators.
  - c) Holiday Parties. Depictions of NSCC personnel engaged in social interaction, dancing etc. can be misconstrued as fraternization or other inappropriate behavior.
- e. Personal Information. NSCC web sites shall never disclose the date of birth or social security number of any member of the NSCC/NLCC. Additionally, cadet phone numbers, e-mail addresses, home addresses, or school(s) attended shall not be disclosed.
- f. Plan of the Month/Day. Reference (b) prohibits internet posting of reserve center and military installation drill schedules. Accordingly, Sea Cadet drill schedules, Plans of the Day, and Plans of the Month will not make reference to host command drill schedules. Web managers should post drill schedules, Plans of the Day, and Plans of the month with such information on password-protected portions of the site.

- g. NSCC Manuals/Forms. Maintaining local copies of NSCC forms and/or manuals on unit websites is prohibited. This is to prevent the dissemination of outdated information. Local sites should instead link directly to the regulation, action letter, or form located on the NSCC Resources Portal (<http://resources.seacadets.org>) or NSCC Compass Training Portal (<http://compass.seacadets.org>). Contact the respective Portal Administrator at [resources@seacadets.org](mailto:resources@seacadets.org) or [compass@seacadets.org](mailto:compass@seacadets.org) for information on how to link directly to a certain document or portion of a site.
- h. Prohibited Material and Links.
- 1) Objectionable Material. Local sites shall NEVER include, or link to pages that include, objectionable material such as pornography, games of chance, violent material, racist material, sexist material, or material which advocates the overthrow of the United States government or any portion thereof by other-than-peaceful means. Web managers of sites that are hosted on free-hosting services must also take special care that pop-up advertisements do not link to pages with objectionable materials.
  - 2) Political and Religious Material. Local sites shall not include, or link to pages that include, content that is political or religious in nature. This is to avoid the perception that the NSCC is biased toward any particular religious or political affiliation. In addition, as a non-profit organization, IRS regulations prohibit the NSCC from participating in overt political activity, and Congress has prohibited the NSCC in its charter from supporting specific candidates for political office.
- i. NSCC Seals, Emblems, & Insignia. The NSCC seal, emblem, and other insignia shall be displayed in proper proportion and should never be distorted, altered, or colorized in a manner that diminishes or defaces the aforementioned. NSCC graphics are available on the NSCC resources web site.
- j. Local Sites Hosted on Public Entity Servers. Local sites that are hosted on a DoD or other federal, state or local government computer system shall ensure that they are in compliance with content standards for that branch or agency.
- k. Forums. Cadet forums may be hosted on unit websites. Forums must be password-protected to prevent public access, and shall be regularly monitored by an NSCC adult volunteer.
- l. Chat rooms. Cadet chat rooms may be hosted on unit websites. Chat rooms must be password-protected to prevent public access, and shall be regularly monitored by an NSCC adult volunteer. The use of chat rooms is discouraged.

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3. Updates. Web sites must be reviewed and updated a minimum of twice a year. This will be demonstrated by having current information that is easily accessible and apparent, or by having a “Reviewed/Updated: [DATE]” at a prominent location on the site. Sites that have not been updated or have broken links will be removed from NSCC directories and web sites.
4. Discrepancies & Disposition.
  - a. Initial Review. Units are required to submit their site for review by the IDG prior to public release. Web sites with discrepancies will not be listed on any directory or web site managed by the NSCC until such time as they are in compliance.
  - b. Failure to adhere to the standards set forth in this chapter may result in any of the following:
    - 1) Letter of Compliance. A letter of compliance is issued to advise the Web Manager, Commanding Officer, and the Commanding Officer’s Regional Director of site discrepancies. Site discrepancies must be corrected within 30 days of notification.
    - 2) Letter of Warning. Should action not be taken in a timely manner on a letter of compliance, a letter of warning shall be issued to the Commanding Officer, Web Manager and the Commanding Officer’s Regional Director with a copy to the Headquarters’ Representative for their area. Immediate action shall be taken to correct discrepancies.
    - 3) Letter of Action. If action is not taken on a letter of warning, a letter of action shall be issued. In this case the IDG shall at the direction of the Executive Director take the necessary action to have the web site removed. In most cases permission for use of NSCC trademarks and copyrighted information shall be revoked by the Executive Director and a cease and desist letter shall be issued to both the Web Manager and unit’s Internet Service Provider.

CHAPTER 3  
STYLE GUIDE

1. General. This chapter is provided as a suggested guideline for producing a local site.
2. Web Site Server Host. Currently the NSCC does not host local sites on its web server. It is the unit's responsibility to find a hosting service to publish a web site. There are many options available. Free hosting services provide a limited server space in exchange for their inserting pop-up windows and advertisement graphics into your site. The advantage is that this is free; however the disadvantage is that you may not have control over the advertisements featured. The vast majority of internet service providers include web space with personal accounts. This option for the most part will avoid the advertisement dilemma. The best and often most expensive option is purchasing web server space from a hosting company. With this option, your unit will have its own domain name, (e.g. seacadetunit.com), you will have greater control over your web site, including access to e-mail addresses with your domain name.
3. Web Site Design. The following are tips to producing a clean, professional, and easy to use web site. Remember these rules: *keep it simple* and *less is more*.
  - a. Fonts. Use no more than 2 different fonts on your site. The NSCC standard web fonts are Trebuchet MS, Verdana, and Arial. Stick to standard fonts and avoid using unusual and signature fonts. Fonts on a web site are not embedded; for a web site to display as intended the *viewer* must have the font installed on their computer.
  - b. Graphics. Unless you have graphics experience, you are better off using a minimum amount of graphics and pictures. Avoid cluttering the screen. When selecting graphics ensure that you have a focal point. Also avoid using large or animated graphics as these slow loading of your web site. In addition, the used of "cartoonish" animated icons should be avoided as this diminishes the professional appearance of any site. Always resize photos for quicker loading.
  - c. Sounds. At all costs you should avoid using background mp3, wav, or other sound files, such as Boatswain's whistles, *Anchors Aweigh*, or other similar "nautical" songs. Not only do these slow the loading of your web site, for frequent visitors these music files become an annoyance.
  - d. Site Structure. A web site is build like a hierarchy. When designing a site you should first determine the purpose of the site. Then based on that design a site structure that will be easy for users to navigate. For instance, you might want to have several pages linked from your homepage, to include Recruiting Info, Contact Info, Chain of Command, Plans of the Day/Month, Training Info, Photo Galleries, etc.

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- e. Content. The National Headquarters site (<http://www.seacadets.org>), promulgates information about the national program. Repeating this information on a local site can be redundant, uses valuable space on your site, and distracts from the primary purpose of promulgating information about your local unit.
  
- f. Further Information. For further information about web site design visit (<http://www.webstyleguide.com>).

CHAPTER 4  
SOCIAL NETWORKING WEBSITES AND FORUMS

1. General. This chapter outlines the rules governing acceptable behavior by members of the NSCC/NLCC who use social networking websites.
2. Definition. Social networking websites provide users the ability to easily create personalized websites without the need for webpage-building software or the advanced knowledge of webpage coding. These sites allow users to display anything from music preferences, political and religious beliefs, to favorite hobbies. Within these personalized websites, users can post blogs, bulletins, forum postings, and personal photo albums, all allowing other users to post comments and opinions. Some of the more popular social networks are Myspace, Facebook, Friendster, Hi5, and Tagged.
3. Conduct. The use of social networking sites is amongst the most popular ways teenagers and young adults communicate with friends, fellow cadets, and classmates. Use of these sites by NSCC/NLCC personnel can both be fun and a great resource when used correctly and professionally. However, due to the public nature of these sites, conduct on these sites that is detrimental to good order and discipline cannot be tolerated.
4. Moderators. NSCC/NLCC personnel who create or manage any entity which facilitates in the posting of material by NSCC/NLCC members and non-member, may be designated as a moderator or co-moderator. Any person designed as such shall be responsible for managing all content displayed on the website or forum for which they are responsible. Any problems which reside on such websites shall first be brought to the attention of the moderator/co-moderator for resolution. In the instance of repeat offenders, the moderator/co-moderator shall remove the offender from the website and, in the case of offending NSCC/NLCC personnel, the moderator should inform the Chain of Command for further action.
5. Prohibited conduct. The following is a list of conduct prohibited to NSCC and NLCC personnel on social networking websites, but should not be considered exhaustive:
  - a. Disrespectful or threatening statement. Making comments or posting messages on Internet blogs, forums, or chat rooms meant to incite dissention, to be disrespectful to members of the Chain of Command, or that can be considered threatening in any way towards any person, organization, or property is prohibited.
  - b. Promiscuous sexual behavior. Posting pictures or making statements which encourage members to perform sexual acts, or participate in promiscuous or underage sexual acts is prohibited.
  - c. Language. Members of the NSCC/NLCC should always present themselves in a professional manner. The use of profanity, vulgarity, or hateful language is prohibited.

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- d. Alcohol/Drug Use. Posting or distributing pictures or comments depicting members, consuming alcohol or drugs or glamorizing use of either is strictly prohibited.
  - e. Uniform Infractions. Posting or distributing pictures depicting members of the NSCC/NLCC being disrespectful to, acting unprofessionally in, or inappropriate use of, the NSCC/NLCC uniform is strictly prohibited.
  - f. Personal/Private Information. Posting or distributing personal information in a public forum is strictly prohibited. Members should remain cautious about how they disclose items such as addresses, phone numbers, schools attending, etc.
6. Consequences. NSCC/NLCC members who engage in conduct on social networking websites that is detrimental to good order and discipline to any NSCC/NLCC command, or to the NSCC/NLCC in general, will be immediately removed from the NSCC/NLCC program. Conduct or statements that depict illegal actions, make threats against persons, organizations, or property will be reported to legal authorities in the appropriate jurisdiction.

CHAPTER 5  
VIDEO SHARING WEBSITES

1. General. This chapter outlines the rules governing acceptable behavior by members of the NSCC/NLCC who use video sharing websites. Upon enrollment members of the NSCC/NLCC sign a public affairs release as a condition of enrollment. While this allows their image to be posted on the internet for official program purposes, common sense should be exercised when videotaping minors, especially those in foster or adoptive care situations.
2. Definition. Video sharing websites provide users the ability to post digital videos without the need for video-editing software or the advanced knowledge of webpage coding. Other users can search for videos based on video title, usernames, or keywords that are tagged to videos. Users can also “rate” videos and post comments and opinions in reaction to posted videos. Some of the more popular video sharing websites are YouTube, MySpace Video, Google Video, Yahoo! Video, MetaCafe, etc.
3. Conduct. The use of video sharing websites is a popular way for internet users to share videos and communicate with one another about personal and unit activities. Use of these sites by NSCC/NLCC personnel can both be fun and a great resource when used correctly and professionally. However, due to the public nature of these sites, conduct on these sites that is detrimental to good order and discipline cannot be tolerated.
4. Prohibited conduct. The following is a list of conduct prohibited to NSCC/NLCC personnel on video sharing websites, but should not be considered exhaustive:
  - a. Disrespectful or threatening statements. Making comments via video sharing websites meant to incite dissention, to be disrespectful to members of the Chain of Command, or that can be considered threatening in any way towards any person, organization, or property, is prohibited.
  - b. Sexual behavior. Making comments via video sharing websites that encourage sexual behaviors, or posting videos that depict sexual acts or are suggestive of sexual acts, are all strictly prohibited.
  - c. Language. Members of the NSCC/NLCC should always present themselves in a professional manner. The use of profanity, vulgarity, or hateful language is prohibited.
  - d. Alcohol/Drug Use. Making comments via video sharing websites that encourage or glamorize the use of alcohol or drugs, posting videos that depict drug use or are suggestive of drug use, or posting videos that depict underage or irresponsible alcohol use or are suggestive of underage or irresponsible alcohol use, are all strictly prohibited.
  - e. Uniform Infractions. Posting videos that depict members of the NSCC/NLCC being disrespectful to, acting unprofessionally in, or inappropriately wearing the NSCC/NLCC

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uniform, are all strictly prohibited.

- f. Personal/Private Information. Posting or distributing personal information in public areas of a video sharing website is prohibited. Members should avoid disclosing items such as names, addresses, phone numbers, email address, schools attending, etc.
5. Consequences. NSCC/NLCC members, who engage in conduct on video sharing websites that is detrimental to good order and discipline to any NSCC/NLCC command, or to the NSCC/NLCC in general, will be immediately removed from the NSCC/NLCC program. Conduct or statements that depict illegal actions, make threats against persons, organizations, or property, will be reported to legal authorities in the appropriate jurisdiction.