



# Department of Homeland Security United States Coast Guard Auxiliary Ninth District Eastern Region



## COMMUNICATION SERVICES – WEBSITE REVIEW

**UNIT:**  
**SO-CS REVIEW DATE:**  
**DSO-CS REVIEW DATE:**

**WEBMASTER:**  
**DIVISION REVIEWER:**  
**DISTRICT REVIEWER:**

Approval and Authorization ( <a href="http://csguide.auxservices.org/4.3.1.htm">http://csguide.auxservices.org/4.3.1.htm</a> )	
	1. The unit governing board has authorized the operation of the site.
	2. Independent Web Site, operated and maintained by the unit
	3. The local DSO-CS notified of the site.

Site Identification ( <a href="http://csguide.auxservices.org/4.3.4.htm">http://csguide.auxservices.org/4.3.4.htm</a> )	
	1. The sponsoring unit is clearly identified in the site's HTML code.
	2. Either a graphic Auxiliary banner, or the text heading "U.S. Coast Guard Auxiliary" shall be located at the top of the main page. Directly below the above noted title, a subordinate heading shall identify the sponsoring unit.
	3. When a graphic image is used for site identification, alternate text identification shall be provided in the HTML code that displays the image.
	4. Alternative text labels should be included for all graphic images and links.

Links To and From Other Sites ( <a href="http://csguide.auxservices.org/4.3.7.htm">http://csguide.auxservices.org/4.3.7.htm</a> )	
	1. Links to sites outside of the Coast Guard and Auxiliary must: <ul style="list-style-type: none"> <li>a. Support a legitimate business objective.</li> <li>b. Not endorse any private issue or commercial product.</li> <li>c. Be in good taste.</li> </ul>
	2. If external links are provided, the standard Web Site Notice/Disclaimer must be included on the site.
	3. All known links to the site have been verified to ensure that they accurately depict the sites purpose and intent of the Auxiliary.
	4. All links should be functional and external links should provide information or service directly related to Auxiliary activities.
	5. Links should be provided to the national Web site, and other relevant district, division, and flotilla sites.

Content ( <a href="http://csguide.auxservices.org/4.3.5.htm">http://csguide.auxservices.org/4.3.5.htm</a> )	
	1. Materials on a site may only represent the materials and/or policies of the unit level that they represent.
	2. Links are provided to sites at different levels to avoid duplication of posted materials.
	3. All posted information should be accurate, current, concise, and understandable and further the objectives of the Auxiliary
	4. The original source of all posted materials must be clearly indicated.
	5. Only the following unapproved items may be posted: <ul style="list-style-type: none"> <li>o Verbatim reproductions of official information intended for public distribution.</li> <li>o Any logo or emblem approved by the Coast Guard or Coast Guard Auxiliary National or District Level.</li> <li>o All other material shall require prior approval</li> </ul>
	6. No inappropriate materials, information that infringes the rights of an individual, or copyright violations are contained on this site.
	7. Web page should be designed to load quickly, unnecessary gimmicks, large high-resolution pictures, overuse of action icons, and background music should be avoided.
	8. The official Auxiliary Seal may NOT be reproduced or posted.
	9. All sites must post an email contact address or MAILTO: link in a prominent location

Privacy Statement ( <a href="http://csguide.auxservices.org/4.3.6.htm">http://csguide.auxservices.org/4.3.6.htm</a> )	
	1. All Auxiliary websites must post a Privacy Policy Statement.
	2. The policy statement should inform the user if, and what information is being collected
	3. Online forms such as surveys, questionnaires, or registration forms identified

**SUGGESTIONS:**

**REFERENCES:**  
AUXILIARY INTERNET WEBSITE POLICY

<http://csguide.auxservices.org/4.3.8.htm>