

Office of Communications (OC) – Standard Operating Procedures (SOP)

Content Liaisons

Purpose. To establish the policy and procedures for assigning a Military Community and Family Policy (MC&FP) Office of Communications (OC) content team liaison to each program manager (PM) to assist with content needs for MilitaryHOMEFRONT (MHF), related applications, and MC&FP outreach efforts.

Scope and Responsibilities. Each MC&FP PM will be assigned an OC content liaison. Specific responsibilities are outlined below in the Procedures section.

Procedures. Program support services offered by OC content liaisons include:

- Regular monthly communication with PMs or at more frequent intervals as requested
- Project management
 - Ensure PM and/or designated staff has Tasking, Assignment, and Reporting (TAR) access for efficient project management of all activities.
 - Train and orient PM or designated staff to TAR system.
 - Maintain TAR for each program area to manage all general content activities; create and maintain TARs for special projects; and ensure appropriate staff is on each TAR notification list.
 - provide project status updates in the TAR on the 25th of each month
- MHF general content maintenance
 - Review program content quarterly in all three tabs (Troops and Families, Leadership, Service Providers) and contact the PM as necessary to update stale content and/or fix broken links.
 - Add and/or edit content as requested by the PM or designated staff (content updates, etc.).
 - Assist PM with defining requirements for new content development to include recommendations for content display and supporting graphics.
 - Post new content on the site and assist the PM with review before launching new content.
- TAR management
 - Assign a unique TAR to each program area.
 - Ensure all applicable parties are included in the notification list.
 - Use the TAR as the primary means of communication regarding program area and requirements.
 - Copy any other relevant communications that occur outside of the TAR (e.g., emails) into the appropriate TAR to maintain a consistent record.
 - Manage assignments within the TAR, ensuring they are closed out only when the task is complete.
- Military OneSource (MOS) / MHF content integration
 - Review both MHF and MOS program content to ensure content is consistent with the mission of each site. Provide recommendations to the PM and MOS.
 - Review both MHF and MOS content to populate MHF content with cross references to MOS specialty consultant services, links to MOS content, or other information where appropriate. Make recommendations to the PM and execute content work.

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- Send MOS content requirements and content recommendations to milcontent@militaryonesource.com.

NOTE: Content liaisons are not responsible for content on MOS. However, content liaisons will provide PM feedback to the MOS content team as required.

- HOMEFRONTConnections (HFC)
 - Assist the PM with creating open access or restricted access community/communities on HFC as requested.
 - Train the PM and/or designated staff regarding HFC administrator/moderator responsibilities for each program community.
 - Provide assistance as needed with program communities.
 - Outreach
 - Remind and assist the PM with bimonthly submission for the MC&FP eMagazine.
 - Remind and assist the PM with content requirements for the MC&FP Communicator.
 - Remind and assist the PM with creation and distribution of MHF special announcements or eNewsletters.
 - Communication
 - Work with the PM to determine his or her communication needs, to include message and objectives, target audience, and relevant timelines.
 - Use feedback from the PM to create a communication plan that will convey the program message using available MC&FP applications and resources.
- NOTE: Specific procedures will be outlined in a separate SOP.
- Special projects
 - Assist with defining requirements for special content to be displayed on the web.
 - Assist with defining requirements for application development to support program requirements.
 - Provide recommendations for graphic enhancements to special content or application development.

Approval and Review:

This SOP was approved by the OC Deputy Director August 25, 2009, and remains in effect until superseded. OC management staff shall review this SOP annually at the start of each fiscal year or as needed for updates.