

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

MC&FP Fact Sheets

Purpose. To establish the policy and procedures for creating, publishing, and maintaining MC&FP Fact Sheets. This policy documents the business process and workflow.

Scope and Responsibilities. This SOP details the responsibilities and procedures for creation; publication within the MC&FP Communicator and the Tasking, Assignments, and Reporting (TAR) system; and maintenance of MC&FP Fact Sheets. Overall responsibility for the MC&FP Fact Sheets resides with the MC&FP Public Affairs Officer (PAO).

Procedures.

- General Procedures
 - MC&FP Fact Sheets will be created as required through collaboration between the Office of Communications (OC) content team and applicable MC&FP program managers (PM).
 - Once an MC&FP Fact Sheet is created and tech edited, it will be submitted to the appropriate PM for edit/final approval.
 - Once approved, MC&FP Fact Sheets will be published and maintained pursuant to the guidelines outlined below.
- MC&FP Fact Sheet Publishing – Communicator
 - Open the MC&FP Portal (<http://apps.mhf.dod.mil>) and iCMS.
 - In the “Find Content” box, select “MC&FP Portal.”
 - Select “Create a new News Article.”
 - Enter the title of the Fact Sheet. This title will show on the main Fact Sheet page within the MC&FP Communicator.
 - For the Abstract, repeat the title of Fact Sheet.
 - For “Body Copy,” use the following html for the title and the “current as” date at the bottom of the page:
 - `<p>Communications
Office of Communications</p>`
 - `<p>Current as of May 12, 2009</p>`

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

MC&FP Fact Sheets

- Remaining content can be formatted as provided.
 - Enter “OC” as the Content Source.
 - Enter “MC&FP Portal” for WebSite (Content Ownership).
 - For “Approve Date,” select the current date.
 - **NOTE:** An alternative to the above procedure is to open up an existing MC&FP Fact Sheet in iCMS and “duplicate news article.” This allows you to carry over the formatting. Simply change the titles and the content within the “Body Copy” window and save.
- Classifying MC&FP Fact Sheets
 - MC&FP Fact Sheets appear within the MC&FP Communicator and on a public page for MilitaryHOMEFRONT users. Each MC&FP Fact Sheet will be classified to both areas.
 - MC&FP Fact < Content (15.30.110.20.0.0.0.0.0)
 - MC&FP Public Fact Sheets < Content (15.30.130.20.0.0.0.0.0)
- Ordering MC&FP Fact Sheets
 - Once the Fact Sheet is classified, select the “Order” button.
 - In the drop down menu, “MC&FP Portal UI Domain : Pages : MC&FP Fact Sheets” should be selected.
 - Click “Go”.
 - The Fact Sheet will automatically be ordered as number “1”. Re-order the Fact Sheet to be under the correct program area in alphabetical order.
 - If the Fact Sheet is the main program Fact Sheet, click the “Edit” button. You can then bold the title by adding the html code before the title, and after.
 - If the Fact Sheet is at the end of the list for the program, click the “Edit” button. You can then add the html code
 at the end of the title to create a break.

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

MC&FP Fact Sheets

- MC&FP Fact Sheet Publishing – TAR
 - Each MC&FP Fact Sheet will be published to the Communicator and will also be maintained in Word format in the TAR.
 - After publishing an MC&FP Fact Sheet to the Communicator, upload in Word format to the applicable program area assignment within the MC&FP Fact Sheet TAR 1888.
 - If you have multiple Fact Sheets for a given program area, zip into one file and upload.
- Ongoing Maintenance
 - Content Liaisons will facilitate quarterly review of MC&FP Fact Sheets by the appropriate PM.
 - If there are required edits to a Fact Sheet, they will be made to the Communicator version within iCMS and to the Word version in the TAR, making sure to update the “current as” date.
 - Once the edits are made to the Word version, they will be zipped (if applicable) and uploaded back to the appropriate program assignment within TAR 1888.
 - If a staff member within the OC updates a Word version of a Fact Sheet, he or she will communicate these edits through the applicable TAR assignment within TAR 1888.
 - Edits to content will be made to the Communicator version within iCMS and to the Word version within the TAR by the appropriate Content Liaison.
 - NOTE: Personal formatting edits will not be maintained within the Communicator or the TAR, as we are adhering to a consistent format throughout all the fact sheets.
- New Fact Sheets
 - Any new fact sheets that are created by the content team or are requested by the PM will go through OC tech edit and will be posted to the New Fact Sheet assignment in TAR 1888.
 - MC&FP PAO content liaison will facilitate PAO edits and once complete will create new Fact Sheet in iCMS and post to the Communicator.

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

MC&FP Fact Sheets

- Word version of Fact Sheet will also be posted to the applicable program area assignment within TAR 1888.
- NOTE: Once new Fact Sheet has been through MC&FP PAO edit and posted to the communicator, ongoing maintenance becomes the responsibility of the applicable program area content liaison.
- Once complete, will post to the applicable program area assignment within TAR 1888.

Approval and Review:

This SOP was approved by the OC Deputy Director on October 23, 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.