

Office of Communications (OC) – Standard Operating Procedures (SOP) Creation of Highlights and Headlines

Purpose. Establish the policy and procedures for creating and maintaining the MilitaryHOMEFRONT (MHF) Highlights and Headlines. This policy documents the business process and workflow.

Scope and Responsibilities. This procedure details the business rules and processes for management of the MHF weekly Highlights and Headlines. This process is currently accomplished by one individual. However, should the need arise, this SOP can be used by other appropriately designated personnel to perform the completion of the weekly Highlights and Headlines update.

Procedures.

- Every Wednesday, Highlights and Headlines for MilitaryHOMEFRONT are updated.
- From the MC&FP Portal, open iCMS. Directions for creating a headline follow Procedures.
- Open MHF online.
- The following tabs in MHF are to be updated on a weekly basis:
 - Main page
 - Troops and Families
 - Leadership
 - Service Providers
- The following is updated on an as needed basis:
 - Marquee
 - MHF Newsroom
- Some sites where appropriate material may be found. This list may be added to:
 - www.defenselink.mil – News Section
 - www.tricare.mil – Press Room Section
 - www.commissaries.com – News & Information Section
 - www.nmfa.org – Look for “purple” articles
 - www.aafes.com/pa/default.asp
- **Acceptable web sites:** Sites need to be .mil, .gov or .org sites. Commissarie.com is the exception to the rule. Commercial sites are not appropriate. For example, military.com is not an acceptable site.
- **Where to place an article:**
 - Main Page:
 - Broad in scope. After a headline has been up on the main page and on multiple tabs for a few weeks, remove it from the main page and leave on one or more of the other tabs, where appropriate.
 - Troops and Families:
 - Items of specific interest to service members and families
 - Leadership:
 - New policy and legislation announcements
 - Articles affecting troops and their families

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- Service Providers:
 - New policy and legislation announcements
 - Announcements of new available programs

Creating a Headline in iCMS

1. Open the MC&FP Portal (<http://apps.mhf.dod.mil>) and then open iCMS
2. Select: create a new Link
3. Title: title of article
4. Abstract: usually the first sentence or two of the online article. Remove the following, if it exists in the text: date, place specific data or wording. For example: "The committee met yesterday in DC to sign..." should become: "The committee signed..." Keep the abstract short. If the first sentence is long – shorten as appropriate. There should only be 2-3 lines of text under the title of the headline.
5. URL: URL of the article.
6. Display Text: same as the Title.
7. Alternate/Hover Text: same as the Title.
8. Content Source: if using www.defenselink.mil, it will usually be American Forces Press Service. Do not use the name of an actual person. If it is from the TRICARE site, then use TRICARE; www.commissary.com, use DeCA, etc.
9. Website: MilitaryHOMEFRONT
10. Approve Date: ensure you check the current date – if you do not, the link will not show even if it is classified to the correct headline taxonomy.

Classifying Headline

1. Open the Classify window.
2. Classify headlines to the following taxonomy:
 - Home page: Highlights & Headlines (20.30.150.0.0.0.0.0.0)
 - Marquee: Marquee (20.30.40.0.0.0.0.0.0) and Marquee (20.40.20.0.0.0.0.0.0)
 - Troops and Families, Leadership and Service Providers: Column-1 Area-1
3. Add Classifications
4. Close window
5. After Classifying, Save.

Review Date. This SOP remains in effect until superseded. MHF management staff will review this SOP annually at the start of each fiscal year or as needed.